



Custom Clothier Site Alton Lane Launches

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The moderate custom suit market just got a little more crowded with the launch of Alton Lane, a Web-based business that is angling to sell tailored clothing for less than traditional tailors.

The site, AltonLane.com, went live on Thursday and is anchored by a “virtual design lab,” which allows shoppers to create a 3-D version of their suit before buying.

Founded by two University of Virginia grads, Colin Hunter and Peyton Jenkins, the business manufactures in Thailand and can deliver suits in four weeks. Tailored clothing starts at \$485; shirts open at \$79. Alton Lane also operates a showroom in Manhattan.