

Press release

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Mass customized shirts - a global success

Tailor Store, a Swedish based company, has in three years established an award winning service by offering [made to measure shirts | www.tailorstore.com/] online at a price level that pleases consumers across the globe.

"An easy-to-use online shop with individual design options and measurements has turned out to be a service that consumers enjoy and appreciate", says Jan Höjman, Managing Director, Tailor Store Sweden.

The consumer uses a multitude of options in a simple step-by-step approach to create his own design out of an endless number of varieties.

"The usage of Internet services in general and online shopping in particular is increasing at a rate that we did not anticipate a few years ago." Jan Höjman continues.

Many consumers find the Tailor Store solution to be the ideal way of shopping shirts as they have difficulties finding their size in the regular off-the-rack assortment. Others enjoy this shopping experience simply because it is convenient, easy and fun. Moreover – you design your own shirt that is unique and only yours.

Tailor Store Sweden is closely cooperating with Tailor Store International, based in Sri Lanka, where tailors, cutters and operators manufacture all shirts in an owned and operated and recently opened facility. The two companies are linked up, via Internet of course, to the same production management system and this vertically integrated management system is key to the success of their mass customization business model.

Tailor Store Sweden is currently offering its online services in five languages and has customers in more than 30 countries. In 2006 the company was awarded "best e-commerce company in Scandinavia" at SIME in Stockholm.

More information from

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