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Web Development 201
SP23-INMD 214-01

Final Project: Topic Proposal

Intro

After looking over a few different topics, a topic I would like to explore is the topic of Sales and Selling in the Men's Fashion Industry, being Men's Suits.

Overall, what the necessities are required to go into the sales of Men's fashion, such as terminology, basic knowledge, tailoring options and terms, and possibly a little bit into the history of Men's suits, if possible.

Why is this topic significant for you right now?

The reason why this is a significant topic for me is because of a few reasons. One reason is that I liked how men dressed back then, being that I like listening mostly to oldie music. I mainly like the look of dress shirts and ties with suspenders and vests and always wanted to explore the topic further, possibly even lightly or casually dressing in those styles as well.

An additional reason is that I would also like to spend some time in the industry and possibly working as a salesman in the industry, or even in any general luxury retail. This idea mainly came up when I received a notification of a company known as Balani Clothiers, a custom clothing store that specializes mainly in men's suits.

Who might you interview about this topic (you'll need to conduct 3 interviews) and why would you choose them?

For interviews, the main interviewee I might attempt is Balani Clothiers. The reason for this is because Balani Clothiers is a custom Men's suits store. Upon exploring their website and videos, they range from pants and shoes, to dress shirts and suits. Additionally, they also take measurements for tailoring and utilize a large variety of manufacturers for materials. Outside of this, Balani has been featured in several sources, such as Magazines including Chicago Magazine and J.W Marriott Magazine. Furthermore, Balani Clothiers do consultations, required appointments to discuss materials and provide a full-fitting service for custom clothes, such as suits, blazers, trousers, and shirts.

Another Suits store I would like to interview would be Suit Supply. Suit Supply is similar to Balani Clothiers, being that Suit Supply supplies Men's wear, such as suits and pants. Furthermore, their websites feature several different options for men's suits, providing several avenues for possible questions. Alongside with Balani, Suit Supply would be a good source of learning about the selling of Men's Suits and what would be needed to get into Men's Suits

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selling, as they also work with custom clothing as well, providing fitting appointments to sell custom clothing.

A third possible Suits store would be Enzo Customs. Enzo customs is also a specialty suits store in the Chicago area. Along with Balani and Suit Supply, Enzo Customs utilize store consultations to conduct fitting. Additionally, their website provides a website program to custom create clothing, allowing a user to select specific options and get a general cost on that piece of clothing with specific specifications. Furthermore, Enzo Customs also features a Gentlemen's Guide, a guide which provides several different guides for tuxedos, suit tailoring, and other subjects in terms of Men's Suits. In terms of being an interviewee, these resources, being the custom program and Gentlemen's guide, may provide a good sources for questions and answers into what goes into the Men's suit business and the selling aspect of it.

Outside of these three, high-end companies, there additional companies could be more standard Men's clothing stores, such as Men's Wearhouse or Indochino, which is another Custom Clothing store, though it does not seem to be as highly rated as the other stores.

What are you hoping to learn about this topic between now and the end of this semester?

What I am hoping to learn from this topic between now and the end of this semester is learning the basics of Men's suits, what a salesmen needs, and the basic tricks of being in the industry.

Going into detail, what the basic terminology, tailoring terms and purposes, and the different styles one should know when going into Men's suits. Alongside this, possibly use these interviews and research to possibly include on a resume, or as a possible reference for getting into the industry.

Aside from learning about the industry, I am also hoping on learning some new tricks when creating a website. More specifically, attempting to use CSS Grid, rather than multiple flexboxes, and also getting use to using JQuery or JavaScript when creating a website.