

= Cad and the Dandy =

Cad and the Dandy is an independent tailoring company based in London , England with premises on Savile Row and in the City . It sells bespoke suits , manufactured from English and Italian fabrics , and using traditional tailoring methods , at a lower price than the traditional Savile Row houses . The company was founded in 2008 by James Sleater and Ian Meiers ; two City of London bankers who , at the height of the 2008 financial crisis , were both made redundant from their jobs . It has attracted local , national and international press coverage , including being listed by The Guardian in the Courvoisier Future 500 , and in July 2010 the founders won the Bento Entrepreneur of the Year Award at the Macworld Awards .

= = History = =

Cad and the Dandy was founded in 2008 . The founders met through a supplier as both pursued a similar business idea independently , and they agreed to work together to start the company , each contributing £ 20 @, @ 000 of initial capital . Both had family connections to the tailoring industry , giving them knowledge helpful in launching the new company .

After initially conducting fittings in rented office space , they came to an arrangement with Chittleborough & Morgan to allow appointments in their shop on Savile Row . In October 2009 , the company opened its first permanent store in the City of London .

The company achieved a turnover of £ 1.3M in 2010 , and was listed by The Guardian in the Courvoisier Future 500 . In July 2010 the founders won the Bento Entrepreneur of the Year Award at the Macworld Awards and in July 2013 they opened permanent premises on Savile Row .

= = Operations = =

Based in London , where the company employs 10 tailors in three workshops , it also employs an additional 40 in a workshop in China where most of its entry @-@ level , machine @-@ sewn suits are made . All suits are made from British or Italian cloth , and are available either in " machine grade " or " hand stitched " . Suit prices vary based on the cloth that is used as well as the amount of hand @-@ stitching that is done on the suit . The fully hand @-@ made suits require around 50 hours of stitching , include a basted fitting , and conform to all the specifications for a bespoke suit suggested by the Savile Row Bespoke Association . Prices are kept lower than the average for bespoke tailors by requiring payment up @-@ front . This allows Cad and the Dandy to negotiate discounts of 30 % to 40 % with their suppliers .

Cad & the Dandy launched a new flagship store at 13 Savile Row in June 2013 . The store is the first on the iconic tailoring street to hand @-@ weave a cloth before making it up into a fully finished suit . Believing that Britain ? s bespoke tailoring industry was facing a shortage of master tailors , the company established an apprenticeship programme in London , with young would @-@ be tailors joining Cad & the Dandy ? s 22 staff members at its three London locations , Savile Row , Birchin Lane and Canary Wharf .

Fittings are now conducted across the UK , Europe and the United States .

= = Marketing = =

In 2010 , the company began an association with former boxer Chris Eubank , who now designs a range of clothes for the brand . Since September 2010 , the company has run an annual competition to look for the " best dressed banker " , with the winner receiving two bespoke suits and two bespoke shirts as the prize .

= = Critical response = =

Cad and the Dandy suits have received positive reviews from style commentators and bloggers ,

who note the high quality of cloth and tailoring , the strong customer service and the flexibility in customisation options . User reviews on sites such as Qype have been positive , with reviews praising the fit , the service , and the willingness to cater to unusual requests .

Mainstream news sources such as the Daily Telegraph have focused on the company 's growth and strong financial performance , and on the entrepreneurship of its founders , especially following the loss of their jobs .