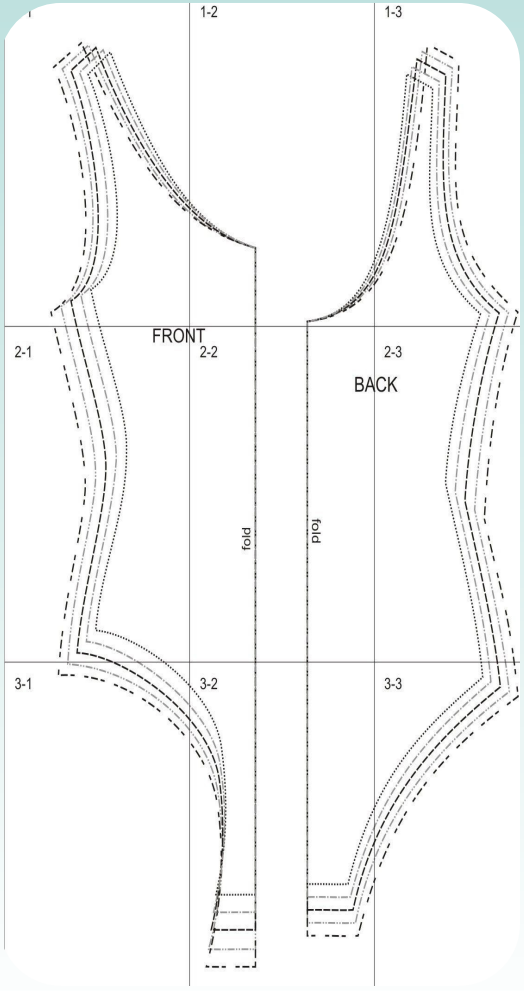
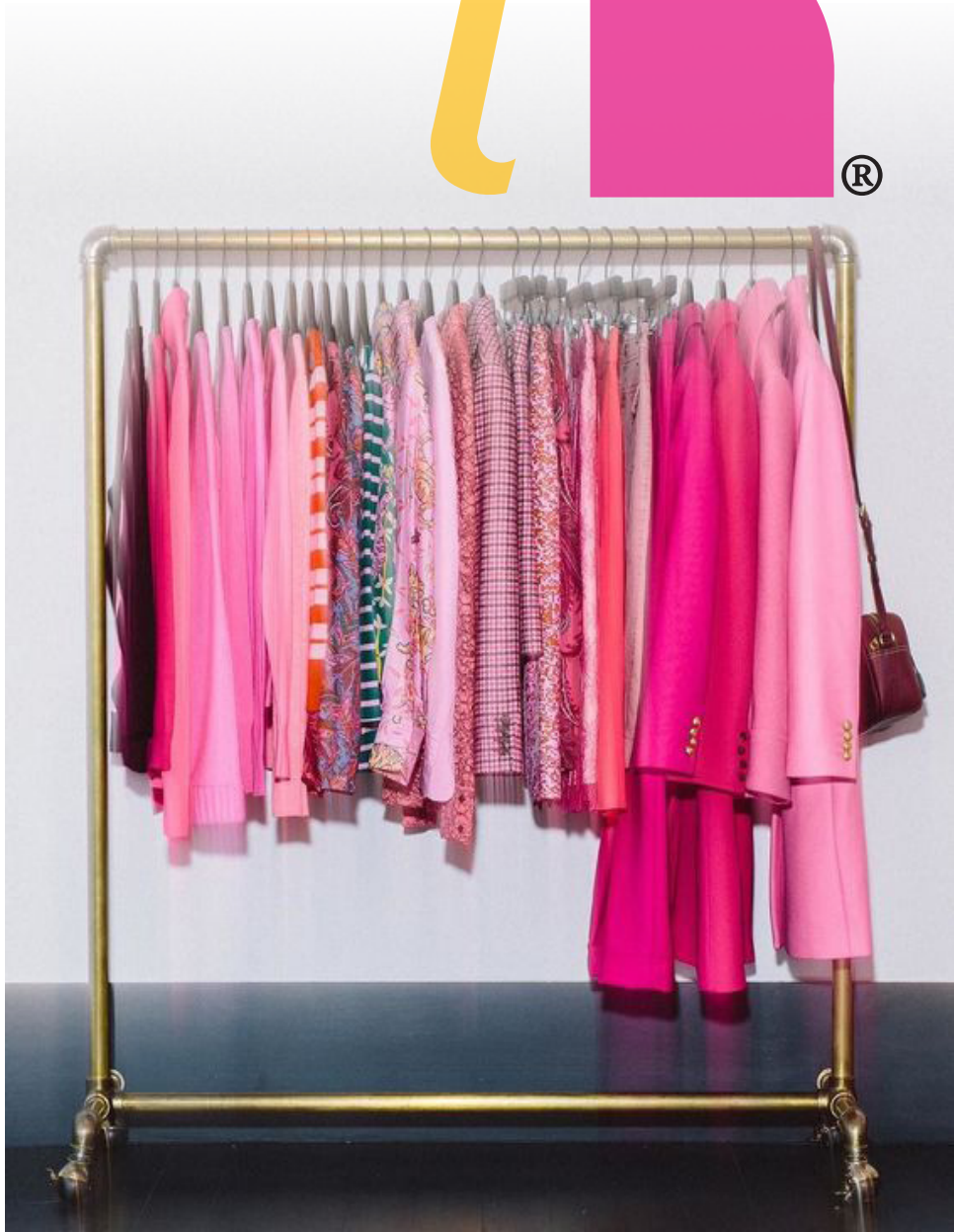
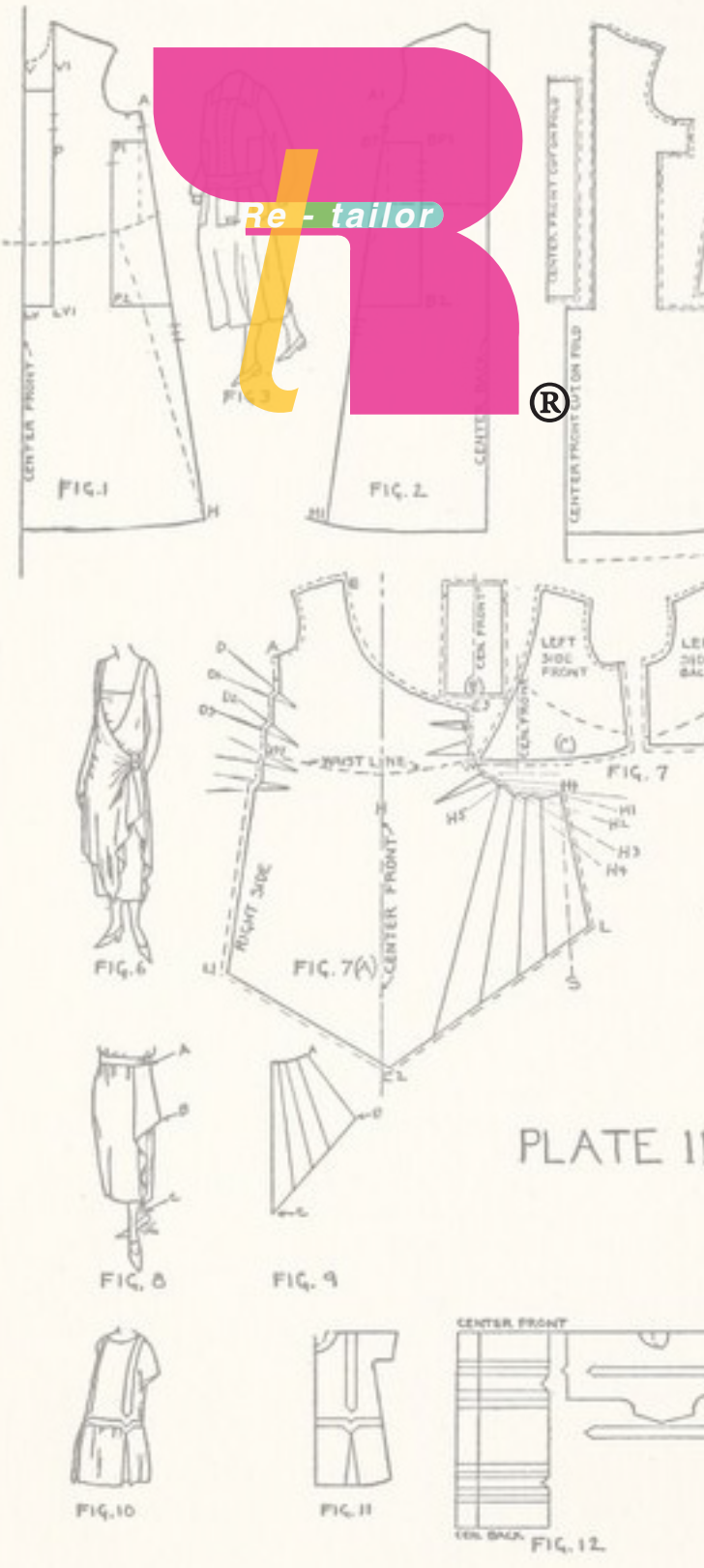
+ Convenient
+ App-friendly
+ Expert design



373 Bleecker St,
New York, NY 10014

Re - tailor®

Re - tailor®



The FoCo I created for this project is a company that is trying to change the clothing alterations industry by bringing it into the modern era with technology in order to attract millennials. The name of my company is Re-tailor, which is a play on words as it sounds like “retailer”, while also nodding to the fact that this company will tailor your clothes for you again, also known as alterations. The clothing alterations industry is currently very outdated, often made up of independent establishments run by one person that consumers usually only visit in order to have expensive clothing to be fixed, and often the prices and timelines are not well known, but Re-tailor is trying to change that. By creating an easy to use app that streamlines the process while also making the cost of services clear to consumers, Re-tailor is hoping to attract a younger target market. Re-tailor’s first physical location will be located in the West Village of New York City in a small storefront amongst chic boutiques, but hopes to expand to have locations in prime shopping areas in major cities across the U.S.