

The Emperor - Master Tailoring Journey Template

THE EMPEROR - MASTER BESPOKE TAILORING JOURNEY TEMPLATE

This document outlines the full bespoke tailoring journey designed by The Emperor. It is ready to be white-labeled by partner ateliers and can be customized with themed packaging options for specific occasions.

1. Discovery

- Client onboarding (welcome kit, styling intent, inspiration images)
- Lookbook browsing (seasonal or thematic capsule)
- Tailoring introduction with heritage message

2. Measurement & Fit

- Digital or manual body measurements
- Posture & shoulder profiling
- Fit preferences (classic, slim, relaxed)
- Profile saved to internal client archive

3. Fabric & Detail Selection

- Fabric curation by collection or season
- Customizations:
 - Lapels, pockets, vents
 - Button materials, threads

- Monograms (style + position)
- Lining and embroidery options

4. Preview & Confirmation

- Visual rendering or digital sketch
- Pricing summary
- PDF confirmation with "Tailor's Signature"

5. Packaging Customization (Optional)

- Themed Packaging Modes:

A. Classic Signature (navy + gold, foil crest)

B. Wedding Edition (ivory box, gold silk, message insert)

C. Heritage Gift Wrap (velvet wrap, card holder, archive tag)

D. Corporate Elite (charcoal box, crisp logo band, insert note)

- Optional Add-ons:

- Garment care guide

- Event-ready insert card

- Gold-sealed envelope with monogram

6. Delivery & Follow-Up

- Garment presented in themed packaging
- Client feedback via Digital Tailor portal
- Alteration support and reordering options
- Lifetime tailoring archive updated

WHITE-LABEL NOTES:

- Replace logo, tagline, fonts with brand assets
- Editable templates for onboarding kits, packaging menus, lookbooks
- Digital portal or printable forms available

This framework may be used to offer elevated client experiences while ensuring flexibility for different brand identities.

"Tailoring is the art of translating legacy into silhouette."

- The Emperor Atelier