

# Strategic Message Guide

## ALTON \* LANE

3d able accessible **alton** appointments attention  
available bespoke better black blazers blue body brand  
business carefully **clients clothing** co-founder colin collar  
com commitment company cuffs **custom design** experience  
fabric fashion fit future garments generation including innovative jenkins lab  
label **lane** light measurements media menswear  
messages offers online options order **personal** peyton precise  
**premium private** provide purchases **quality** relaxed scanner selection  
shirts shop **showroom** standard start **style** suits  
**tailoring** team technology tuxedos unique via **virtual** world

## bespoke |bi' spōk|

past of **bespeak** .

adjective [ attrib. ] chiefly Brit.

(of goods, esp. clothing) made to order : *a bespoke suit*.

• (of a trader) making such goods : *bespoke tailors*.

bespeak |bi' spēk|

verb ( past **-spoke** ; past part. **-spoken** ) [ trans. ]

ORIGIN Old English *bisprecan* [speak up, speak out] (see **be-**, **speak** ), later [discuss, decide on,] hence [arrange, order] ( sense 2, late 16th cent.).

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## **Overview | How to Use the Strategic Message Guide**

This Strategic Message Guide is designed to provide consistent messages for communicating to target audiences on behalf of Alton Lane. It should be used as a guide to ensure press releases, presentations, letters, etc. are using the proper terminology and positioning.

The guide should be distributed to personnel at Alton Lane and all other parties involved with communications activities. Alton Lane is a dynamic company that is growing quickly, so this Strategic Message Guide should be updated regularly to ensure the contents accurately reflect the evolution of the company's messaging and positioning.

## Mission Statement

With keen attention to detail, and the latest technological innovations, Alton Lane defines a new standard for premium custom menswear: one that makes bespoke tailoring exciting and accessible to a new generation of value-oriented, style-conscious men.

## Highlight Words and Phrases

|                   |                |                      |
|-------------------|----------------|----------------------|
| Accessible        | Experience     | Private showroom     |
| Arbiter           | Experiential   | Quality              |
| Bespoke           | Fashion        | Quality driven       |
| Better clothes    | Fashionable    | Revolution           |
| Better experience | Fit            | Revolutionary        |
| Better value      | Fitted         | Satisfaction         |
| Better world      | Formal         | Savvy                |
| Casual            | Honest         | Standard/s           |
| Classic           | Innovative     | State-of-the-art     |
| Collection        | Masculine      | Style                |
| Committed         | New generation | Style maker          |
| Commitment        | New standard   | Stylish              |
| Curated           | Options        | Tailor               |
| Custom            | Personal       | Tailoring            |
| Customized        | Personalized   | Technology           |
| Dedicated         | Precise        | Unique               |
| Dedication        | Precision      | Value                |
| Design            | Premium        | Value driven         |
| Designer          | Prestige       | Vanguard             |
| Durability        | Prestigious    | Virtual design lab   |
| Efficient         | Private        | Virtual fitting room |

## Taglines

*"The future of custom clothing"*

*"Welcome to the revolution"*

*"The new standard for premium custom clothing"*

*"Better clothes. Better value. Better experience."*

## **Top-Line Messages**

Alton Lane is defining the new standard for premium custom clothing

Alton Lane offers a full collection of bespoke clothing for business, social and special events including suits, shirts, trousers, blazers, tuxedos, overcoats, and accessories.

All clothes are carefully crafted by Alton Lane's team of highly skilled tailors and are guaranteed to uphold the highest standards in quality and construction.

## **Fashion Media & Trade**

Alton Lane offers a complete collection of fully bespoke clothing for business, social and special events, including suits, shirts, trousers, blazers, tuxedos, overcoats, and accessories.

Each article of clothing, carefully crafted by Alton Lane's team of highly skilled tailors, reflects the brand's commitment to impeccable quality and flawless attention to detail.

With the introduction the company's signature line of neckties, and premium Italian cotton pocket squares, and with more product introductions on the way, Alton Lane is taking leap from simply leading change in the men's custom clothing market to becoming a true lifestyle brand.

Alton Lane also embraces the casual side of custom clothing, offering younger, fresher, better fitting casual sweaters and shirts for a new generation.

## **Better Clothes**

Each article of clothing reflects the brand's commitment to impeccable quality standards and flawless attention to detail.

When it comes to quality, Alton Lane offers only premium wools and cottons from the most prestigious fabric houses in the world, including Holland & Sherry, Ariston, Grandi & Rubinelli, Gladson, Dormeuil, Thomas Mason and Vitale Barberis.

Alton Lane's attention to the ideal fit means that all garments are made specifically for each client based on their precise measurements, posture and preferences.

The cloth is cut by hand after an order is placed and a unique pattern is created for the client, which is stored for future purchases.

## **Better Value**

Through more efficient sourcing, inventory management and distribution, Alton Lane is able to provide a more honest pricing structure, offering premium custom clothes at prices that are more accessible.

Alton Lane offers an affordably priced selection of the finest, softest, and most durable fabrics from around the world.

## **Better Experience**

Alton Lane is redefining how men shop for clothing, with a personalized experience that is based on comfort, personal preference, and convenience.

Whether in person at the Alton Lane showroom, or online in the Virtual Design Lab, each client is given a first-class experience in a relaxed environment.

Through private appointments, clients can obtain their precise measurements in less than 60 seconds in the state-of-the-art 3D body scanner and examine the carefully curated selection of fabrics while enjoying a drink from the Alton Lane Design Bar.

Alton Lane also embraces the casual side of custom – younger, fresher, better fitting casual clothing for a new generation.

The decor of Alton Lane’s showroom is universally masculine and comfortable, with overstuffed leather couches, a workstation tucked away in the back.

Alton Lane’s concept closet displays a variety of clothing concepts and customization options, including twenty or so dress shirts, ranging in styles from classic to cutting-edge, as well as a few suits and tuxedos modeled by mannequins on the showroom floor.

Alton Lane’s body scanner is a large black box, roughly the size of a walk-in closet, in the near of the room.

Alton Lane’s New York showroom is open for private appointments on Monday through Thursday from 9am to 9pm, Fridays from 9am to 6pm, and Saturdays from 10am to 6pm.

Alton Lane’s Washington, D.C. showroom is open for private appointments on Monday through Thursday from 9am to 9pm, Fridays from 9am to 6pm, and Saturdays from 10am to 6pm.

## **DC Showroom**

Alton Lane's third-floor showroom overlooks Dupont Circle.

It's a place where men can relax in comfort and finally discover that shopping doesn't have to be hectic, threatening, or overbearing – it can actually be fun.

The showroom is designed with a definite hunting-lodge feel, and a southern touch hinting at the owners' roots, with leather sofas, deer antler chandeliers, antique furnishings and vintage sporting trophies, alongside samples of Alton Lane's custom suits, shirts, and ties.

At Alton Lane's stocked bar you can select from a variety of private barrel bourbons, single-malt scotches, or craft beers. Under a large flat-screen TV tuned to a sporting event – or perhaps a classic film – clients peruse luxurious fabric swatches from Alton Lane's curated selection of the finest wools, cottons and linens in the world.

Concealed behind a set of 19th century farm doors, is Alton Lane's signature 3D body scanner. Using safe radiation-free white light technology, clients are scanned top to bottom, front to back. Throughout the 40-second process a soothing female voice lets them know what to do, as soft classical music plays in the background.

The scan itself helps tailors cut each order to fit the small irregularities that would be invisible to even the most skilled human tailors. Additional measurements are taken by hand and are sent, along with the client's scanned 3D image, to tailors who craft the purchases in six weeks or less.

## **Technology | Alton Lane's 3D Body Scanner**

Each client stands in a relaxed upright position in boxers or briefs, as white light scanners spend about 60 seconds measuring and creating the client's 3D digital avatar.

Alton Lane's 3D body scanner uses white light technology to capture precise measurements and create a 3D avatar for each customer.

In less than 60 seconds Alton Lane's team has a 3D rendering of the client's body image -- each scan is saved on the secure mainframe for future purchases.

Once all the size specifications are confirmed, each client's order is submitted directly to the Alton Lane's partner factories, where the clothes are hand cut, as opposed to laser cut, and usually arrive within six weeks.

When the order is ready to be picked up, the Alton Lane team recommends an in-person fitting to ensure everything fits properly.

### **Technology | Virtual Design Lab**

Alton Lane makes shopping for custom clothing easy and accessible from anywhere in the world via the Virtual Design Lab at AltonLane.com.

- Innovative new shopping experience
- Easy access: shop for custom clothing online
- Virtual 3D imagery
- Real time customization
- Millions of options across clothing categories
- Thorough style tips available from fashion experts

Alton Lane's Virtual Design Lab uses 3D technology to allow clients across the nation to fully design, customize, and visualize their garments before purchasing.

The Virtual Design Lab's design process includes style descriptions that assist clients in selecting the best options for the looks they want.

Alton Lane's measurement guide ensures proper measurements are taken, either at home, at a local tailor, or via a virtual fitting.

Alton Lane clients can also send garments that fit them well, so Alton Lane can mimic that precise fit.

*[ON HOLD - FOR FUTURE:] Clients can request fabric samples -- and personalized style advice is available from Alton Lane's style council on AltonLane.com.]*

### **Technology - Virtual Fitting Room [Launching TBD]**

The mainstay of Alton Lane's business thus far has been its customized in-person experience at Alton Lane's showrooms in New York City and Washington, D.C.; however, with the new Virtual Fitting Room capability available on AltonLane.com, men from across the country can finally take advantage of Alton Lane's complete collection of fully bespoke clothing for business, social, and special events -- including suits, shirts, trousers, blazers, tuxedos, overcoats, and accessories.

For added convenience and a better customer experience, Alton Lane's Virtual Fitting Room uses Web cams that enable clients to work with Alton Lane's specialists from home or office; plus, if a client does not have a Web cam available, Alton Lane will supply one, free of charge.

Aided by the Web cam visuals, Alton Lane's specialists guide clients step-by-step through the process to get the right fit.

Clothing created using Alton Lane's Virtual Fitting Room online is sent directly to clients via Quiet Logistics.

Clients who use Alton Lane's Virtual Fitting Room can also access a database of recommended partner tailors who can handle alterations, after the clothing is delivered.

While the company strives to produce perfect clothing, sometimes small fitting alterations are required; Alton Lane refunds clients 120 percent of the cost of all alterations completed by partner tailors.

The technology for Alton Lane's virtual fitting room is provided by leading Web video communications provider, TokBox ([www.tokbox.com](http://www.tokbox.com)).

### **Stylemakers | Colin Hunter and Peyton Jenkins**

Peyton Jenkins and Colin Hunter made the transition from finance to fashion.

The American born founders of Alton Lane are largely influenced by the British bespoke tradition.

The company's name hails from the time the company's founders spent in England.

Both of Alton Lane's founders are avid tennis fans, which is why Alton Lane is named after a road just outside of Wimbledon.

"As consumers, we were genuinely dissatisfied with the current retail model for men's clothing and knew there was an opportunity for improvement. We conducted comprehensive surveys and spent months overseas immersed in the global apparel market. We broke it down from top to bottom and strategically built Alton Lane on what we saw was missing from the industry: quality, fit and convenience." – Colin Hunter, co-founder and CEO.

"We aren't here to join the luxury men's clothing market. We're here to revolutionize it." -- Colin Hunter, co-founder and CEO.

"We are dedicated to reflecting Alton Lane's commitment to excellence and customer service both in our showroom, via the private appointment model, and online via the Virtual Design Lab." -- Peyton Jenkins, co-founder

"We launched our website as an invitation-only service, so we can keep up with demand and guarantee the Alton Lane standard to all clients worldwide." -- Peyton Jenkins, co-founder



“On our website, you can sign up for a private appointment in our showroom or join the waiting list to access our Virtual Design Lab. We will accommodate requests as quickly as possible.” -- Peyton Jenkins, co-founder

“Equipped with the most state-of-the-art technology, Alton Lane has an innovative and personalized customer experience philosophy that reinforces our company’s commitment to excellence.” – Peyton Jenkins, co-founder

## Causes

Alton Lane believes strongly in the possibility for a better world.

For-profit organizations like Alton Lane have a unique opportunity to bring about positive change by aligning their business goals with the needs of impoverished communities and the philanthropic passions of their customers.

Alton Lane is committed to investing a portion of all profits into social and environmental initiatives in the communities in which we operate and in the broader world.

Alton Lane has supported charities that help provide children with clothing to keep them warm, patients with life-saving medicine, and communities with better access to clean water.

Aligned charities provide clothing for children in South Africa, mosquito nets for families in Sudan, and fresh water for villagers in Ethiopia.

## Collections

Alton Lane features two major collections: Black Label and Blue Label.

Both labels push the limits of thread count and overall softness, while still maintaining long lasting durability.

[TO COME: New label information.]

For dress shirts clients can choose collar style, buttons, pleats, cuffs, pocket or no pocket, fabric and color, monograms (neck or cuffs), and a fabric pattern variation on the flip side of collar and cuffs.

Clients can choose from two styles: Capulet or Montague.

Both styles are made to each client’s specifications; however, the Montague is more of a European fit, while the Capulet is a bit more relaxed.

## Customization Options

Customization options include a selection of collar and cuff styles, mother-of-pearl buttons, and a choice of buttonhole stitching color and fabric lining options, so each client can create a garment that is truly unique and reflective of his own personal style. [General overview.]

Customization options on shirts include fabric selection, collar and cuff styles, buttons, and a choice of buttonhole stitching color.

Customization options on suits and sportcoats include fabric selection, buttonhole stitching color, and fabric lining options

Customization options on trousers include fabric selection, a choice of cuffs or no cuffs, and a choice of pleats or no pleats.

## Nuts and Bolts

Custom shirts start at \$89 (Blue Label) and \$165 (Black Label).

Custom suits start at \$525(Blue Label) and \$695(Black Label).

Blazers start at \$425 (Blue Label) and \$575 (Black Label).

Trousers start at \$125 (Blue Label) and \$225 (Black Label).

Tuxedos start at \$525 (Blue Label) and \$745 (Black Label).

Overcoats (Black Label only) start at \$650.

Clients can expect delivery approximately six weeks after the clothing is ordered.

Alton Lane's New York showroom is open for private appointments on Monday through Thursday from 9am to 9pm, Fridays from 9am to 6pm, and Saturdays from 10am to 6pm.

Alton Lane's Washington, D.C. showroom is open for private appointments on Monday through Thursday from 9am to 9pm, Fridays from 9am to 6pm, and Saturdays from 10am to 6pm.

Clothing created at Alton Lane – and via Alton Lane's Virtual Design Lab online – is sent directly to clients via Quiet Logistics, which has proven itself to be an effective delivery service for companies like Gilt Group.

Alton Lane offers one-on-one purchasing guidance and style tips.

Client satisfaction is guaranteed by Alton Lane on all garments.

For style questions, Alton Lane offers a [Style FAQ](http://www.altonlane.com/faq-style) online at <http://www.altonlane.com/faq-style>.

Alton Lane gift cards are also available.

### **Media Pull Quotes**

“Aiming to mix the twin arts of hand tailoring and computing, Alton Lane is a contradiction wrapped inside a bespoke suit shop.” – Urban Daddy

“Wouldn’t it be nice if you could step in a 3-D laser body scanner Jetson-style, have beams of light measure each curve and angle of your body and BAM! – a suit that fits you to perfection is delivered to your doorstep?” – Alister Paine, Jenna Marie Bostock

“Alton Lane has taken the art of fine tailoring from a short man with a measuring tape to infinity and beyond.” – Forbes, Meghan Casserly

“Alton Lane stands alone as the only custom made suit shop to marry sci-fi with style.” – Examiner.com, Colin Riley

### **Boilerplate**

With showrooms in New York City and Washington, D.C., Alton Lane is a luxury lifestyle brand with a mission to revolutionize the menswear industry. The company is founded on three brand principles--better clothes, better value, better experience. By combining groundbreaking technology with an innovative and exciting approach to custom-made clothing, Alton Lane is altering the way men think about and shop for professional and casual attire. Offering luxurious custom clothing of exceptional quality and fit, along with a personalized shopping experience that redefines bespoke tailoring, Alton Lane sets a new standard of excellence for men’s clothing worldwide. For more information, visit [altonlane.com](http://altonlane.com).

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