

MOSS BESPOKE

Blomfield Street, City of London

Design: Household
Shopfitting: The Richards Group
Opening date: June 2010
Store size: 115 sq m

Suit specialist Moss Bros Group is one of the few retailers to emerge from the recession in a stronger position than when it went into it. Earlier this year the retail group reported like-for-like sales up by 12.6 per cent for the 16 weeks to 22 May 2010 and it is now pressing forward with an adventurous new concept in men's tailoring.

Moss Bespoke is a new sub-brand of the Moss Bros Group that launched in the City of London last month. At the heart of the new brand, explains chief executive Brian Brick, is the concept of customisation that caters to a new generation of customer. Tailors at the Moss Bespoke flagship store on London's Blomfield Street use state-of-the-art Apple technology to capture a client's measurements, choice of cloth and finishing details to create their perfect suit. Orders are then sent to China, with a short turnaround time of four to five weeks from fitting to delivery.

Design consultancy Household was appointed to develop the brand identity of Moss Bespoke towards the end of 2009, following a competitive pitch against two other leading design agencies. '[Our] brief was to position Moss as the UK's number one high street suiting destination brand,' says Sarah Page, creative director at Household. 'Core to this was the creation of a new business proposition by Moss that brings a bespoke service to the British high street, shaping the way men access, engage with and buy a suit made just for them, at a price they did not imagine was within their grasp.'

The consultancy worked closely with the Moss Bros Group and shopfitting team to develop the brand identity, and interior and exterior store environment within an ambitious timescale. 'The bespoke offer for Moss is completely new for the business in terms of product, service and store/online experience and communications,' says Page. 'The brand experience challenge was to create a new offer that sat comfortably as part of the whole Moss re-brand, and also raise the profile of this additional, more specialist, aspirational service. The new offer should inspire customers to consider a bespoke suit, and furthermore, from a brand they may have avoided in the past.'

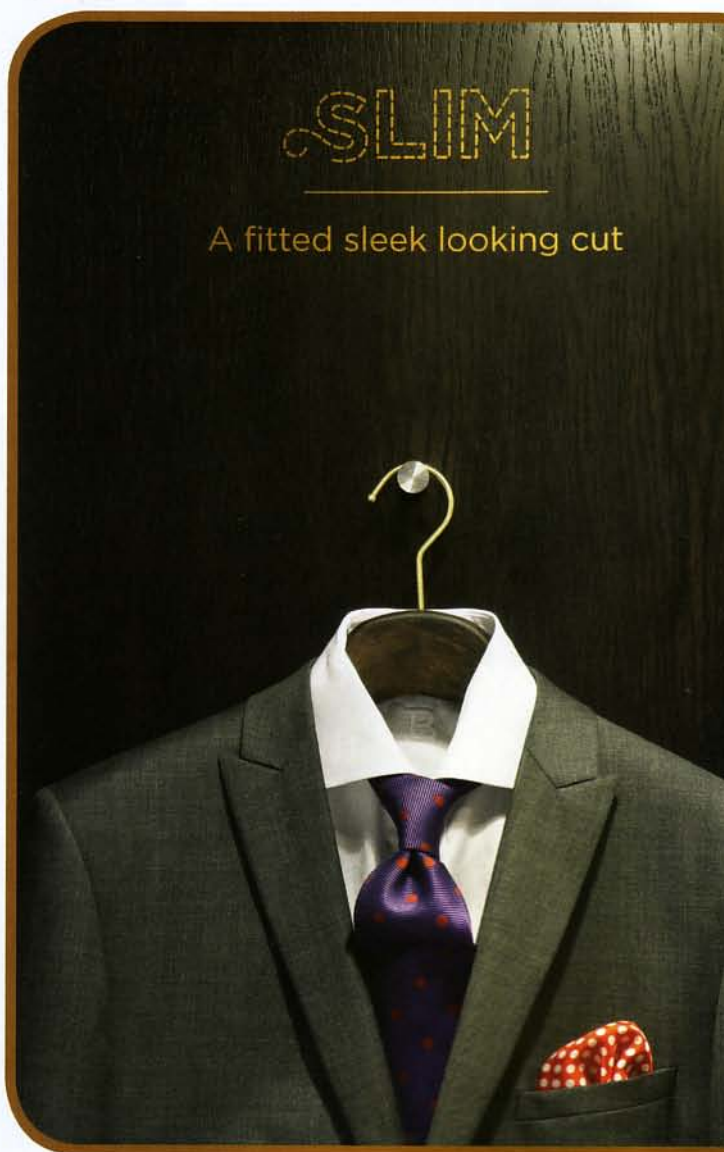
The new identity links to the master brand identity, embellished with its own distinct personality. Copper detailing throughout the flagship store, which sits a stone's throw away from Liverpool Street Station, has been used to distinguish the sub-brand. 'The core idea for the brand experience is the A-Z of suiting,' explains Page. 'The concept is designed to reflect the Moss expertise and tradition, and how that knowledge meets customers needs today.'

The innovative Alphabet Bar acts as a service area in store, where customers (with or without the help of staff) can explore the Moss A-Z of suiting online, through touch-screens and a library of fabric/tailoring books. It also serves as an architectural element, connecting the bespoke service feature between floors, creating additional privacy for the mezzanine bespoke lounge.

To the left of the store is a limited edition wall, which acts as a key invitation entry point to the store, offering a way for customers to buy an off-the-peg suit that's unique. 'Tailors use the garments to explain the richness in choice of suit,' explains Page.

Iconic cues in store include a copper table with etched-in ruler, fabric wall feature that brings a sensorial feel to the space, black oak merchandising and display units, and bespoke blue and white striped carpet for the tailoring areas.

The main challenges for Household with this project, which they've successfully exceeded, were to demystify the process of creating a bespoke suit, and communicate simple stages and price options available, while staying true to the tactility and individuality of suit making. **Rf**



A fitted sleek looking cut

