

Media Contacts: Molise PR  
Michelle Molise / Anne Kletzker  
o: (312) 577-6985  
c: (313) 549-3137 / (312) 402-2720

**For September Issues**



**Balani Custom Clothiers  
Chicago's Premier Custom Tailored Menswear Company  
Opens Second Downtown Loop Location**

**-And Introduces Innovative Technology to the Traditional Tailoring Industry-  
*Grand Opening Wednesday, September 15***

CHICAGO (June 2010) —Chicago's premier custom tailored menswear company since 1961, **Balani Custom Clothiers**, currently at 10 S. LaSalle St., will open a second Downtown Chicago Loop location at 55 W. Monroe St. on September 15, 2010.

Growth of any kind is difficult in this tumultuous economy, but Balani Custom Clothiers has bucked the trend. With an entrepreneurial spirit, the organization approaches the traditional business of custom tailoring in an unexpected fashion. Working directly with Apple's Business Development Unit, Balani created hi-tech look books to present their modern wares.

While other tailors are often very opinionated on their set "look", Balani allows their clients to find their own unique style with guidance. Enter the **iPad**. "**Learning Kiosks**" will be positioned throughout the new location to allow potential clients to peruse different presentations on topics from style and the advantages of custom clothing at their leisure. In this sense, it's a low-pressure and empowering way for people to explore a clothing option they've never considered. Flat Screen TV's will also be featured throughout the new space, displaying recently designed pieces to further provide inspiration.

With thousands of styles and fabrics, decision-making may seem daunting to some. That's where Balani's staff comes into play. Clients work one-on-one with their clothing consultant to develop their professional and casual wardrobe, all within a private showroom. The consultants are well-versed in the traditional rules of dress and specialize on modern styling without excessive trendiness. Client measurements and order history are then entered into a high-tech database utilizing proprietary software.

While technology is infused throughout the consultation, the tailoring for garment construction remains true to tradition. Using dozens of measurements, Balani creates a perfect custom fit. All natural fibers are used for fabrics, including the suit's canvas chest piece that is stitched by hand to create a fit that will continue to mold to the wearer over time. Reinforced stitching is standard, along with other features ranging from fancy linings to heelguards. In addition, all of their garments are guaranteed with complimentary lifetime alterations.

The new flagship concept boasts clean lines with the bulk of the space dedicated to private showrooms for appointment-only consultations. Each showroom will feature its own trademarked "Fabric Bar," an exclusive hospitality concept developed by Balani for selection and styling. While the showrooms remain out of sight to the general public by virtue of a frosted glass panel, it can be easily accessed by making an appointment. With an innovative use of technology and a collaborative consultative focus, Balani Custom Clothiers is redefining the shopping experience.

For additional information on Balani Custom Clothiers, visit [www.balanicustom.com](http://www.balanicustom.com).

"Our business serves as a bellwether to the economic trend. We're thrilled to be doubling our work force and tripling our capacity this year to meet the demand," says entrepreneur Sonny Balani. "Our team at Balani is as cohesive and forward-thinking as they come, which poises us for growth."

### **About Balani Custom Clothiers**

Balani Custom Clothiers has a current location in the heart of Chicago's Loop, 10 S. LaSalle St., and will open a second location in September at 55 W. Monroe St.

Since its origins with trunk shows, to a complete reinvention of the custom clothier concept beginning in 2002, Balani continues to exceed expectations with a commitment to quality and collaboration with clients to bring them the best of each individual's style.

Balani works with some of the most prominent businessmen and celebrities across the United States. With a modern showroom, one-on-one consultations, and a trademarked "Fabric Bar" where clients can relax with a beverage while selecting fabrics, Balani honors the tradition of custom fit clothing for men while presenting it through a contemporary lens.

###