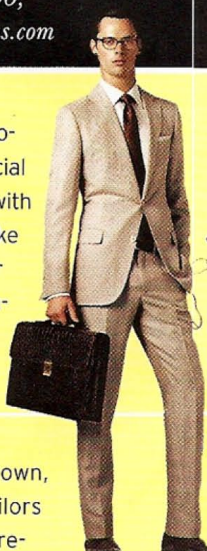




# Speak Up and Bespoke

	<p><b>Neiman Marcus</b>            737 North Michigan Avenue,            312-642-5900;            5000 Northbrook Court,            Northbrook, 847-564-0300;            Oakbrook Center, Oak Brook,            630-572-1500;            neimanmarcus.com</p>	<p><b>Polo Ralph Lauren</b>            750 North Michigan Avenue,            312-280-1655;            ralphlauren.com</p>	<p><b>Balani Custom Clothiers</b>            10 South LaSalle Street,            Suite 210, 312-345-1535;            balaniclothiers.com</p>
The Goods	<p>An extensive trunk-show program and special relationships with couturiers make made-to-order and customization possible on many lines.</p> 	<p>Men's made-to-measure coats, suits, pants, jackets, dress shirts, ties, and footwear.</p> 	<p>Anything stitched for men, but they're especially noted for made-from-scratch suits.</p> 
Known For	<p>The highest standards in town, with house tailors taking measurements. Adjustments to finished pieces are made according to designers' specs.</p>	<p>Impeccably handcrafted tailoring; the finest Italian fabrics; and a new tag to add to its Black and Purple Labels: your own. Custom pieces come with the customer's initials on the label.</p>	<p>An exceptional selection of styles and fabrics, and new-school service that walks you through every part of the process, explaining fabrication and tailoring options over cocktails.</p>
Clients	<p>Discerning types who want to keep a low profile or have fit issues.</p>	<p>Notables who publicly wear the Purple Label made-to-measure include LeBron James and Charlie Rose.</p>	<p>Everyone from sports stars to CEOs of Fortune 500 companies.</p>
Costs	<p>Women's pieces start at \$2,000; men's at \$2,500; and the sky's the limit for both.</p>	<p>Prices start at \$425 for shirts; \$2,095 for sport coats; \$2,995 for suits.</p>	<p>Prices start at \$85 for shirts, \$795 for suits, and \$495 for sports coats.</p>
Favorite Piece	<p>Gowns for women, two-piece suits for men.</p>	<p>A Purple Label suit is the quintessential outfit for every man.</p>	<p>They love to do tuxedos.</p>
What We Didn't Know	<p>They'll do trunk shows any time, not just during show season.</p>	<p>The range! Choose from hundreds of different permanent and seasonal fabrics.</p>	<p>Custom, full-service coddling doesn't have to be intimidating or unaffordable.</p>
Muse	<p>All those exacting customers.</p>	<p>An American version of a British gent.</p>	<p>Men who take pride in the way they look.</p>

