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The right fit

“When making a suit for someone, the most important measurement you’ll take is not of their body but of their heart. Of course, a suit needs to properly fit across the shoulders and chest. But before you create the actual suit, the design has to fit into the person’s character, lifestyle, and line of work. Many things can impact this: the wearer’s age, background, where they grew up, and hobbies. So when fitting someone for a suit, I start by chatting with them for at least an hour. What do they like to eat? What types of activities do they enjoy? What type of lifestyle do they live? People from all walks of life order a suit, so it’s important to get a holistic picture of the customer. Knowing more about a person also allows you to recommend the right shirt, tie, socks, and shoes. When done right, a person’s clothing will appear effortless and will reflect their individuality.”

~[Yukio Akamine#clothing](#)

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