

#HelloDisruptors



NetSuite presents Peyton Jenkins + Colin Hunter
Co-founders, Alton Lane

ALTON LANE

 NETSUITE



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CUSTOM TAILORED SUITS EXPERIENCES

ALTON LANE HYPER-PERSONALIZES THE CUSTOMER EXPERIENCE FOR GUYS SHOPPING FOR THE PERFECT SUIT, FROM FIT TO SCOTCH GLASS

Premium tailored menswear brand Alton Lane is redefining the entire shopping experience for its customers. With its comfy leather sofas and custom-built bar, its showrooms look more like a buddy's bachelor pad than a retail store, yet utilize state-of-the-art 3D body scanners to ensure garments fit its customers just right.

Co-founders Peyton Jenkins and Colin Hunter discuss how they are shifting the focus of fashion from the designer back to the customer and why they believe the future of fashion lies in hyper-personalization.

“Our secret sauce is that we are incredibly passionate about our customers and we love delivering for them.”

– Peyton Jenkins

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What makes Alton Lane so unique?

Peyton: We want to provide the best experience in the marketplace, period. Whether you have one shirt that you want to do or your whole wardrobe, we’re going to roll up the red carpet for you. Because it’s one-on-one, it’s a private experience, a private appointment, I get to curate this experience for what you’re looking for. **We capture so much data when you come in. By the end of your appointment, you’ve gone through the most intensive customer survey you have ever done or ever will do, but it’s been authentic.** It’s been by me asking you questions and wanting to know about your life.

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What are the most important parts of your growth strategy?

Peyton: As we grow, we want to make sure we’re doing it in a way that’s going to allow our existing customers to thrive within the Alton Lane system. We also make sure that we are hiring the best people. Here’s the reality. Our secret sauce is that we are incredibly passionate about our customers and we love delivering for them. If we’re consistently doing

that, then we're growing with you and we're continuing to provide you with a platform where we can fulfill your wardrobe needs.



How are you disrupting your industry?

Colin: We are trying to rethink the fashion industry from every angle. That starts with the product and supply chain, then it goes to how we rethink experience. Menswear is a massive multibillion-dollar industry, but most men hate to shop. Now, every guy still wants to look good. We're trying to redefine shopping. It's one-on-one and instead of a typical store, we have what feels like a bar, and yet we use this amazing technology to deliver a more personalized experience and a much better fit.

“And yet we use this amazing technology to deliver a more personalized experience and a much better fit.”

– Colin Hunter



You've taken personalization to a new level. Is this the typical customer experience that everybody gets?

Peyton: The future of fashion is hyper-personalization. All the big brands know it and they can't adapt. Why? They're too big. A cruise boat can turn around, but it takes a long time so we want to focus on the individual every single time. We have to scale in a manner that allows us to do

that. Good service is hard, excellent service every time is nearly impossible, but it's what we strive for and we're not perfect. When we aren't, it gives us an opportunity, not to look at that as a roadblock to success or a fork in the road, but an incredible learning experience that allows us to say "I'm sorry," and deepen that relationship so that we get to know you individually. Whether we have 50 stores or 500, every time you come in, whether you're buying one shirt or a whole new wardrobe, we want you to feel like the most important person at Alton Lane.



How will Alton Lane push what it means to wow the customer?

Colin: What's important is that we are always able to stay nimble and adapt very quickly to this ever-changing world. When we looked at the industry, we felt that most of it was driven by the ego of the designer and not the actual needs of the consumer. The needs of

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– Colin Hunter

the consumer are constantly changing. As technology changes, as customer expectations change, we need to change with them. That's from an experience standpoint. We're working on some really cool channels for customers to engage with our product and get the

measurement experience. It comes down to a product standpoint and actually asking customers, what are the products that you want? What are your pain points? What do you need? What price points do we need to hit for you? It no longer becomes about us, but it becomes about delivering for our customers in a new way.

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