

# MOI | MÊME™

**Moi-Même designs and tailors stylish custom suits and career apparel for professional women.** Our mission is to be the modern, professional woman's preferred brand for smart career attire.

We know it is difficult for women to find stylish, flattering, well-fitted career attire. With less than 30 percent of the population shaped like an apparel industry fit model, it should come as no surprise that women struggle to find well-fitted *tailored* apparel.

Whether petite, tall, full-figured or slim, **Moi-Même** is the professional woman's personal tailor. We design and craft a complete line of made-to-measure career apparel, including suits, pants, skirts, dresses and coats. Our garments are sold by appointment only from our Manhattan showroom.

**Moi-Même** was created by Dawn Verbrigghe to address women's – and her own – frustrations as professionals in need of workplace apparel that is not only office-appropriate, but well-fitted and stylish.

*“We believe every woman's professional wardrobe should be just as smart as she is.”  
– founder, Dawn Verbrigghe*



Reykjavik Jacket with Cairns Pencil Skirt

## What is Personal Tailoring?

Personal tailoring is a whole new shopping experience, based on the premise that no two bodies are the same and every body deserves stylish, flattering, well-fitted clothing.

## Measuring & Ordering

When a woman orders a **Moi-Même** garment, one of our Style Consultants helps her select the most flattering and appropriate style, fabric and lining color - taking into consideration her unique body shape, work environment and professional goals. The Style Consultant then takes a comprehensive set of 20 body measurements, five garment measurements and a handful of photographs, capturing a number of quantitative and qualitative data points. Measurements are kept on file so customers may easily reorder without having to be re-measured.

## Tailoring

At the conclusion of the appointment, we give the customer's order to our tailoring shop, where a unique pattern is created based on her body measurements and proportions. Each individual garment is then crafted using her one-of-a-kind pattern.

## Hemming & Fitting

Four weeks after ordering, the customer's garments are ready for fitting. The customer brings her favorite pair of flats or heels to the fitting appointment and we hem her pants accordingly.

## Delivery

Provided no alterations are required, the customer's garments are ready to take home at the conclusion of the fitting appointment. **Moi-Même** alters garments as needed; all alterations completed in the Manhattan showroom are complimentary.

Though all measurements must first be taken by a trained Style Consultant in the **Moi-Même** showroom, the company ships pants and skirts to customers nationwide.

From measuring to final delivery, the customer's perfect suit is only four weeks away.



Madrid Jacket and Singapore Shift

### Excellent Fit

Innovating from traditional men's bespoke techniques to adapt to the unique proportions and preferences of women, we have developed a process that allows us to construct garments with an excellent fit.

### Contemporary, Chic, Office-Appropriate Style

We never forget that our customers seek to look both professional and fashionable. We design timeless garments that can be mixed, matched and worn for multiple seasons.

### Quality Materials and Workmanship

We offer luxurious cashmere-wools and sustainable Bemberg lining fabric – the preferred choice of the world's premier bespoke tailors. From natural horn buttons and to-the-hem lining to clever and convenient inside-jacket pockets, our garments' details exude quality.

### Unique Experience

Ordering a custom garment from **Moi-Même** is a fun, creative and educational experience; each customer is a participant in the design of her clothing.



Durban Trench

### Expert, Personal Service

Our customers are invited to ask questions about anything from the best silhouette for their body type to custom tailoring in general. Taking into consideration the customer's unique body shape, work environment and professional goals, the **Moi-Même** Style Consultant helps her select a flattering and appropriate style.

### Affordable Prices

Most newcomers are pleased to learn just how surprisingly affordable **Moi-Même's** custom clothing is, with two-piece wool-cashmere suits starting at less than \$600.

### Commitment to Women's Career Advancement

We support women's careers through our product design and manufacturing as well as through community involvement. We are pleased to help support the mission of the not-for-profit organization, Dress for Success as well as the South Asian Women's Leadership Forum, Columbia Women in Business and NYU Stern Women in Business.

## Dawn Verbrigghe – Founder and CEO

Dawn Verbrigghe is the founder and chief executive officer of *Moi-Même Attire*, the New York City-based custom apparel business for professional women. She created *Moi-Même* to address women's – and her own – frustrations as professionals in need of workplace apparel that is not only office-appropriate, but well-fitted and stylish.

Before founding *Moi-Même*, Dawn worked as a director at a downtown Manhattan firm where suits were necessary for client meetings. Too tall to fit into the pre-hemmed pants found at department and specialty stores and unable to survive a New York winter wearing only skirts, she started asking friends and colleagues where to find a great-fitting suit. Invariably, they told her the same thing, "I don't know, but when you find out, come back and tell me."

Drawing upon her design and management experience, Dawn resolved to find a way to offer stylish, great-fitting suits at reasonable prices. Following nearly two years of research and product development, she launched the brand's first collection in October 2007.

In addition to leading *Moi-Même*, Dawn is a part-time faculty member in the Design and Management program at Parsons School of Design and a columnist for *85 Broads Magazine*. A graduate of the University of Michigan School of Art + Design and Columbia Business School, she lives in Manhattan with her spirited tuxedo cat, Jackson.

## Steven Hoffman – Fashion Designer

*Moi-Même's* styles are created by the award-winning American designer, Steven Hoffman. Before arriving in New York, while training and perfecting his craft in London and Paris, Steven built a portfolio full of stylish suiting sketches and exquisitely tailored garments.

Steven has shown his tailored womenswear at London Fashion Week and has been lauded by a variety of organizations, from the Fashion Group International - Los Angeles, to the International Talent Support in Trieste, Italy. Steven studied fashion design at Otis College of Art and Design and earned his master degree in fashion design from London's Central Saint Martins College of Art and Design.

## Company Facts

- 2005 Dawn Verbrigghe's boss remarks that she is "always wearing the same suit" to meet with clients
- Feb 2007 Dawn founds *Moi-Meme Attire*, LLC
- Oct 2007 Company launches inaugural collection of custom suiting basics, Autumn/Winter 2007
- Nov 2007 To meet customer demand for appointments, the company moves to its own showroom in New York City's Garment District
- Mar 2008 Brand launches second collection, Spring/Summer 2008, extending custom line to include dresses and coats

The brand's name, "*Moi-Même*" translates as "myself" from French and is evocative of the very personal and individualized nature of the customer experience and product.



Cape Town Pant

## Customers

Our customers are some of the most successful women in New York City. They include attorneys, Wall Street financiers, media professionals and MBA students.

"After years of struggling to find the perfect suit, **Moi-Même was like a dream come true**. I wear suits for work every single day and it is near impossible to find ones that are classy, chic, comfortable and affordable. I feel confident I will rarely ever shop anywhere else for a suit from here on out!" – *Kate, Credit Product Sales, Bear, Stearns & Co.*

"**This is the first pair of pants that has ever fit me properly.**" – *Anne, retired public administrator in Connecticut*

"**I love my suit**. It served me very well at interviews and I got a lot of compliments. I thought the tailoring was great, and if I had any questions, or needed alterations it was no problem. I will definitely be letting you know soon when I need another suit (pinstripe I think). – *Katie, MBA student, NYU Stern Business School*



Singapore Shift

## Press

"**Haute Couture for the Masses**. The sleeves are too long, the buttons across the bust are screaming, the skirt is loose in all the wrong places, and the pants are perfect...if you live in the flood plain. But what to do? It's not like you are going to start having your suits custom made. Um, yes you are. **Moi-Même is the affordable custom suit designer**. The mantra at Moi-Même is 'There's a flattering suit for every body.'" - *Daily Cents, USA*

"Slowly but surely, signs are emerging that a growing number of consumers across the globe are turning their back on cheap, low-quality, throwaway clothing. There also appear to be more and more high street shoppers keen to eschew brands involved in unfair working practices and processes that are harmful to the environment. And, as well as all this, there are increasing indications that consumers want above all something that will make them feel like an individual.

In New York, a new women's tailoring service, **Moi-Même, is already proving extremely popular** among women who work in executive positions and yearn for **an outstanding professional look that also provides comfort.**" - *The Wool Record, United Kingdom*

Professionals **dress up during economic downturns**. In 1926, economist George Taylor observed that women's hemlines tend to go down as the economy dips. He notoriously coined the term, "hemline index."

In the **"fast fashion" world** of brands such as H&M, Zara and Forever 21, **Moi-Même** stands in sharp contrast. **Moi-Même** refers to its personal tailoring service as "slow style." The brand produces only what has been ordered by its customers and designs and constructs classically-styled garments that can be worn for multiple seasons.

What are the **proportions of the average American**? Less than 30 per cent of the population is shaped like any given apparel industry fit model [1]. Given this fact, it should come as no surprise that most women report difficulty finding well-fitted garments – particularly tailored suits. Made-to-measure tailoring offers a clear solution to this problem.

Personal tailoring is part of a **mass customization movement**. Whether employed to better meet an individual customer's needs or to offer more unique products, mass customization has gained momentum in a number of industries. Like **Moi-Même**, brands such as Nike, Land's End and Dell Computer all use mass customization to some degree.

Made-to-measure tailoring is traditionally available only for menswear; **Moi-Même** is a **pioneer in womenswear**. The company's founder, Dawn Verbrigghe, has taken the traditional method used for menswear and adapted it to the unique needs and preferences of women.

Situated in **Manhattan's Garment District**, **Moi-Même** is representative of the neighborhood's transition. Historically a light industrial neighborhood, the Garment District – now more accurately promoted as the city's "Fashion Center" – has evolved into a concentrated center for fashion design, as manufacturing has moved offshore.

**Moi-Même** does not have any traditional **celebrity customers**. The brand is exclusively focused on the professional woman. **Moi-Même's** "celebrities" are PhD candidates, entrepreneurs and managing directors of investment banks.

**Moi-Même** – a **woman-owned enterprise** – is a brand for women, by women. Founder Dawn Verbrigghe launched **Moi-Même** in 2007 to address women's – and her own – frustrations as professionals in need of workplace attire that is not only office-appropriate, but well-fitted and stylish. Ms. Verbrigghe is representative of a trend; female entrepreneurship has been growing at twice the national average since 1997 [2].

As more **women ascend into high-profile corporate and government roles**, they are discovering far more flexibility when it comes to professional attire. It was only in 1993 that women were first permitted to wear pants on the Senate floor. And who can forget the shoulder-pad and silk-tie-clad women of Wall Street in the 1980s? As the rigid rules of the past give way to expressions of personal style, **Moi-Même** offers women some direction in the new professional landscape.

[1] Intellifit, the body scanning company that maintains the world's largest sizing database.

[2] Business and Professional Women's Foundation, 101 Facts on the Status of Working Women, October 2007.

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**Media Kit**

For your convenience, a soft-copy version of this media kit may be downloaded directly from our website at [www.moi-meme.com/company/mediakit](http://www.moi-meme.com/company/mediakit).

**Photographs**

High-resolution photographs are available for members of the media. Please email your request to [media@moi-meme.com](mailto:media@moi-meme.com) and we will be happy to send images for your use.



Torino Jacket and Santiago A-Line