

# Manstery

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## **Revolutionizing Menswear: A New York Start-Up introducing Custom Luxury for Everyone.**

New York, NY December 11, 2015 -- Manstery launches a new made-to-measure shirt collection using a groundbreaking technology that makes customizable luxury accessible to everyone. It goes on sale this month on Kickstarter with shirts starting at \$158.

The New York-based start-up is the first company to offer online made-to-measure clothing of luxury quality with customizable features and a guaranteed perfect fit. Manstery sees this as an opportunity to revolutionize the menswear industry by providing customers interested in high-quality garments with a more durable, sustainable, and ethical alternative at a fraction of the price.

"True made-to-measure clothing starts with precise body measurements. Each piece is individually cut for a perfect fit and carefully assembled with the highest standards. Traditionally, a customer looking for this kind of product must have a first-class tailor, pay a premium price, and wait weeks for the final product," says Graziano Meloni, Founder and CEO. "At Manstery, we set out to give everyone access to a personal tailor by offering luxury products at a more affordable price and faster delivery time."

Manstery uses a patent-pending system that allows customers to take their own measurements without the need to employ any technical skill. The technology guarantees measurement accuracy within one quarter of an inch in seconds, with virtually no possibility of errors. Testers include individuals of over one hundred body shapes and sizes who were able to receive their product in as little as one week.

The company brings together nearly three decades of experience in the made-to-measure industry. Creative Director and Master Tailor, Simone Olibet, an expert in the traditions and techniques behind the most elaborate made-to-measure creations, teamed up with Meloni to design and develop the technology in 2013. They launched Manstery two years later.

The collection is comprised of 15 shirt designs. Each shirt is handcrafted in Italy using extra-fine Italian cottons and Australian mother-of-pearl buttons. Features include customizable collar, cuffs, buttons, and thread options. Manstery's shirts come with a three-point guarantee: "that the fit be perfect or they remake it; that the collars and cuffs look new after a year or they replace them, that the seams and buttons last a lifetime or they repair them."

The Manstery collection goes on pre-sale today on Kickstarter with shirts starting at \$158, a market value of over \$500. Gift certificates available for the holidays. Expected delivery is February 2016

For more information, visit [Manstery.com](http://Manstery.com) or <https://www.kickstarter.com/profile/manstery>

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