



BR. & MA.
TAILOR MADE

Made In Italy

WHAT'S BR.&MA. ?

Br. & Ma. is a small Italian company that deals in made-to-measure men's suits and shirts.



WHAT IS BR.&MA. BORN FROM?

Br. & Ma. was born out of a passion for beauty, for Italy, for well-made things, for quality, for craftsmanship, for good food, for our roots and typical Italian attitudes.



WHO IS OUR TARGET AUDIENCE?

Men aged 25 to 70

In 80% of cases entrepreneurs

With an open and dynamic mind

Lovers of beautiful things

Lovers of well-made things

Focused on details



YES, WE DO CUSTOMISED, BUT HOW?

Made to Measure

It starts with a best man's garment that is adapted to the customer, the manufacture is SEMI-craftsmanship, the top quality is uniquely inlaid, the pattern is made by computer, the suit is machine sewn but the finishing touches are handmade.

Bespoke

Measurements are taken directly on the customer, there is no garment, the pattern is drawn by hand, the dress is sewn mostly by hand and the finishing touches are done 100% with silk thread.



HOW DOES OUR SHOPPING EXPERIENCE TAKE PLACE?



The customer often comes to us with few ideas, or with a classic suit in mind. Through counselling we try to guide him towards an informed choice.





Our customer has started to perceive the quality of our workmanship, has a clearer idea and now wants things he didn't know he needed.





In 90 % of cases, the customer enters with the idea of wanting a classic suit and finally chooses, as in this case, a burgundy suit with contrasting lining.



So far we have tried to bring out the best of Italian sartorial excellence.

How can we combine it with the latest frontier of technology?





We have decided
that our vision of
the future leads us
towards the

Avatar/Metaverse



Thanks to 3D technology, it is possible to recreate a virtual representation of the customer and the finished garment.



In this way, the customer can confidently decide on every aspect of his suit, trying on different combinations of models and fabrics.



The customer can also request additional customisations, which can be made immediately when ordering.



With this method, our customer, who often cannot imagine a dress that he cannot physically see, has the opportunity to see his dress made when ordering and in real time, in addition to the classic style consultation.







The use of these virtual avatars, as well as the digitisation of certain parts of the production process, has allowed us to create a bridge between tradition and innovation.

Craftsmanship and quality are thus relaunched in an increasingly technological future, while maintaining the tradition that has brought us this far.

In this way, we also aim to pick up and pass on the baton to new generations of tailors.



OUR CONTRIBUTION FOR THE PLANET:

This service has no waste and creates no stock.

Each order is developed specifically for the customer.

Thanks to 3D technology, the customer has a preview of what the finished garment will look like; nothing is produced unless it corresponds exactly to the request.




Besides not wasting fabric, we use

SUSTAINABLE PACKAGING



The pack of our shirts is made of raw cotton, embroidered with our logo and the customer's initials.





Last but not least, something of which we are particularly proud; giving work to a small supply chain 100% made in Tuscany.





Thank you for your attention

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