

Going Down Under for the Latest in Men's Custom Suits

PERTH, AUSTRALIA, October 14, 2014 /EINPresswire.com/ -- You might not think of laid-back, easy-going Australia as a place where a gentlemanly revolution in men's custom suits is poised to begin. But in a country where even the kangaroos sport custom-made pockets, it's no surprise that Australian men's wear designer Nicholas Lichtenberg-McGill is on the cutting edge of a do-it-yourself online process for tailored wardrobe solutions that will put a high-quality, well made suit within every man's reach. The [Kickstarter crowdfunding campaign](#) to raise \$50,000 AUD by November 21 for WT&Co custom-made menswear is building on the strength of the parent company, Wishful Thinking Clothing, that was founded in 2009 when Lichtenberg-McGill grew tired of the boring fashions that were available to men.

When a man shows up at a social or business event in a three-piece suit, his clothing makes a statement. WT&Co wants that impact to be a positive one for every man, even those who thought that a custom suit was beyond their aspirations. The truth is that while clothes may make the man, he still has to be able to afford them. The company wants to be in the forefront of online customer menswear and technological retailing software industries, and they want the finished product to be affordable. This innovative fashion option, combined with the most elaborate custom online

software ever created, provides fashion-conscious clients with a no-fuss custom tailoring option that focuses on individualized clothing and customer service.

Having already established its brand with over 100 individually designed garments, including men's



shirts, shorts, jeans, sweatpants, tee-shirts and polo shirts, Wishful Thinking Clothing is looking forward to its WT&Co venture, which will blend online efficiency and location pop-up fittings to deliver a variety of customization options for menswear. Designing and integrating a highly [effective online ordering system](#) speaks to the heart of the WT&Co mission: enabling customers to visualize suit customizations and one day, to even be able to view themselves wearing it with the help of their computerized body structure.

WT&Co's customers can anticipate textiles from mills all over the world including Australia, the Middle East, Asia, even boutique Italian wools. A variety of jacket linings to choose from will create a sense of luxury that emphasizes the tailored experience of the suit. The suit's lapels declare its personality, and



WT&Co offers the traditional notch lapel, peak lapel and shawl lapel with adjustable width. Pick stitching, which evokes refinement and elegance, will be offered as an option. And don't forget the pockets; while kangaroos only have one model from which to choose, WT&Co have several, with exterior besom, patch and flap pockets, plus optional ticket pockets.

Trouser options include conventional belt loops, fully adjustable side tabs, trouser cuffs, pleats or flat-front options, back besom pocket(s) with buttoned closure, back flag pocket(s) with buttoned closure and/or single or double back pocket options. And don't forget the vest, which gives its owner the option of remaining dapper even when the suit jacket is off.

Doubtful about how this all works? WT&Co understands that with a bold new direction like this, customers may wonder how well a suit that's ordered online will fit. The company is committed to making certain that your suit [meets your satisfaction](#); in the unlikely event that your suit fails to fit right, you will be credited up to \$60 for alterations by a local tailor. The company is even working on establishing a network of neighborhood tailors so that the process is easy and swift. And if that should fail, WT&Co will remake the entire suit for you.

The crowdfunding campaign's goal is to create game-changing software that, much like existing beta software that takes data points via 3-dimensional body scanning devices, achieves the same accuracy for you in the comfort of your own home. A software interface allowing customers to intuitively create their suits online is already in development, with its 18 point measurement required for the creation of a digital profile. However, WT&Co hopes to be using a computer's internal hardware to do this for you in the near future.

A classic men's suit may extend back to a more gentlemanly era, but today's men's suits are up to the challenge of the modern man. WT&Co is working on smartphone pockets to allow the operation of touchscreen applications within the pocket itself. WT&Co brings back the timeless elegance of men's clothing with contemporary technology.

About Wishful Thinking Clothing

Nicholas Lichtenberg-McGill launched Wishful Thinking Clothing

(<http://www.wishfulthinkingclothing.com/>) in 2009 because he was bored with the monotonous look of men's clothing. The Australian men's wear label has brought over 100 individually designed garments to the market and is now delivering extensive customization options through innovative software that will make the custom-made suit an affordable acquisition for every man.

Nicholas Lichtenberg-McGill

Wishful Thinking

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