

# Shepherd's Made-to-Measure Menswear Debuts Dallas Flagship Store

*Custom Menswear Worn at the White House, Vatican and Beyond Now Tailored for Y'All Street, Tech Executives and the Discerning Man*

DALLAS, TX, UNITED STATES, March 5, 2026 /EINPresswire.com/ -- [Shepherd's](https://www.shepherds.com), the made-to-measure menswear brand opened a flagship store on February 28th in Dallas at 5622 Bell Ave. in Lower Greenville. The store offers fittings for classic, made-to-measure jackets and clothing in an environment tailored to the discerning man. Their leading offering is the jacket, both the sports jacket and tailored outerwear, that is elevated and classic.



At the Shepherd's opening night VIP reception (L-R) Frankie Manes, Shepherd's co-founder Harrison Butker, Shepherd's co-founder Austin Wright, Chase Porter

Launched in 2023 by CEO Chris Cottrell, Nathan Price, Austin Wright and NFL star Harrison Butker, Shepherd's specializes in made-to-measure garments including jackets, outerwear, shirts, pants, suits and tuxedos. The label is worn by actor Devid Henrie, Luke Schoonmaker of the

Dallas Cowboys, NFL star DeAndre Hopkins, political commentator Michael Knowles, MLB star Trevor Williams and was recently spotted at a wedding in Mar-A-Lago where the groom, Alex Bruesewitz, wore a custom Shepherd's tuxedo.

“

I can feel my confidence increase each time I put on my football uniform and Shepherd's perfectly fitted clothing gives me that same feeling every time I put on one of their suits.”

*Harrison Butker, Kansas City Chiefs*

Shepherd's arrives at a moment when more men are embracing intentional dressing as a way to project confidence and professionalism. With Dallas at the heart of a booming new economy fueled by Y'All Street and tech, Shepherd's is perfectly positioned to deliver sharp, custom-tailored style to men. "Shepherd's is raising the bar for

men where others keep lowering it," said actor David Henrie. "They're not chasing trends, they're

restoring standards. I wear Shepherd's because excellence should never be a compromise,"

Their advanced fitting method involves over 100 precise adjustments for a flawless fit, using fabrics from top mills primarily in Italy and the United Kingdom. Worn at high-profile venues from the White House to the Vatican, the brand makes high-end made-to-measure styling for every man seeking a timeless sensibility. "I can feel my confidence increase each time I put on my football uniform, just as my friend Luke Schoonmaker of the Cowboys knows what that feels like," said Harrison Butker. "Shepherd's perfectly fitted clothing gives me and Luke that same feeling every time we put one of their suits on."



Austin Wright, CEO MDKeller and co-founder of Shepherd's toasts the opening of the new store in Dallas.

Building on success in Kansas City, Shepherd's is targeting luxury markets like Dallas. The Lower Greenville spot blends into the neighborhood's vibrant dining, bars and boutiques. Shepherd's locations are built around their extensive fittings and boasts a vast library with more than 10,000 different fabric samples.

"Dallas is the perfect city to kick off our expansion plans," said Chris Cottrell, CEO of Shepherd's. "With a booming economy and an unbeatable Texan spirit, this has always been at the top of our list to build our next shop. Visiting Six Flags Over Texas or seeing the Cowboys play are some of my fondest memories from growing up here as a boy, so this feels like a bit of coming back home to me."

Shepherd's team lives the time-honored belief that wearing clothing that is made for your individual physique inspires confidence, focus, and increases self-esteem. The brand delivers that same psychological edge by combining precise tailoring with high-quality imported fabrics, turning clothing into a refined source of strength for the discerning man.

Veteran fitter Curtis Newkirk joins as director, bringing a decade of luxury menswear expertise. Known for crafting effortless looks for pros and athletes, Newkirk ensures top-tier personalization. "It is a life-long dream to be able to provide made-to-measure products of such quality to a city that I love," said Curtis Newkirk.

Remote consultations are available nationwide.

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#### About Shepherd's

Headquartered in Kansas City, Shepherd's is owned by MDKeller and crafts made-to-measure menswear that empowers men through superior fit and quality. Co-founded by NFL star Harrison Butker, Chris Cottrell, Nathan Price and Austin Wright, the brand is expanding rapidly. Learn more at [www.shepherds.com](http://www.shepherds.com).

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