

HUDSON'S

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HERITAGE HOUSE - A RITE OF PASSAGE

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t's a ritual that every young man goes through, eventually. An event that's a minor annoyance for the teen yet often a sentimental journey for his parents who are watching him take his first step into adulthood.

What is this monumental-if-not-pain-in-the-butt occasion? Buying the young man his first suit.

For such an important - dare we say, style-defining - moment in a boy's life, you cannot just venture out into the endless racks of sameness offered by any ole' store. No folks, you have to find that one-of-a-kind retailer with perceptive sales personnel who know exactly what this moment means - both to the boy and to his parents. You simply must make your way to Heritage House.

With over 40 years of excellence as a guide, Heritage House in Miami, FL is one of the premiere boy's tailored suit shops in the country. Quality merchandise and superior service has made Heritage the place to shop for generations of families in the Miami area.

Now the Internet has introduced this landmark retailer to an even larger group of soon-to-be devoted customers. Because once you shop with the fine folks at Heritage

House, you find those same ole' stores lacking. As Charles Merrill, who has been with Heritage House for 32 years puts it, "No sale is too small. If we don't have what you are looking for then we'll find it."

When was the last time you went into a large store and heard that? Probably the last time you heard a store representative say, "Can I help you?" and he actually means it. Which is why Heritage House customers are loyal customers - so devoted, in fact, they even send fan mail.

Founded in 1968 by Howard Tendrich, Heritage House has always been a purveyor of fine tailored clothing for boys and young men, featuring some of the best names in young men's clothing like Joseph Abboud, The Calvin Clothing Co., Hickey Freeman and Perry Ellis. Heritage House is able to offer customers the elegance and sophistication they want for that special occasion. With 70 to 80 percent of their business devoted to bar mitzvahs, weddings and graduations, they understand their role in making each special day perfect for the family buying their suits. "You see it in their faces. It is a rite of passage," Charles says. "We take pictures of the boys in their suits and put them in our newspaper ad. It's our way of celebrating too, makes us feel a part of the community."



Charles, it was never a "click-n-ship" site but a true customer service tool. Clients are able to view merchandise and even get individualized help from the experienced Heritage House sales staff. "We spend a lot of time on the computer sending pictures to clients and helping them put together complete outfits. We see it as an extension of what we do in the store. Every sale is important."

Indeed. Without missing a beat, Charles reveals that the most exotic location Heritage House ever shipped a suit is to Oman in the Middle East, although, "We sent an Italian suit to Italy." But, of course! Someone in Italy bought an Italian-made suit from a suit shop in Miami, FL, USA. Heritage House must be some store.

department stores until recently. They've made an attempt but they still aren't offering the quality we are. They just don't do what we do by any means."

"We do all the little things," Charles adds. "Everything is important. It's hard work but we love what we do." Obviously a Heritage House customer appreciates that.

So, "Who's Your Suit-Daddy?" It's the one getting all that fan mail.

-written by Dana Lewis 

Before you freak out that you're going to have to hop a plane to Miami to experience all this outstanding customer service, relax. The good people at Heritage House have taken care of you as well. Starting out as a way to introduce their customers to their ever-growing line of clothing and accessories, Heritage House launched their website, www.boysuits.com, only to find that it took on a life of its own. According to

What is the secret to success for Heritage House? Charles sums it up simply. "Paying attention to details." Add superior merchandise to exemplary customer service and you have a winning combination. "There are only a small handful of stores that do the better boys clothing in any depth around the country and we all know each other," he says. "We've never had any real competition from major

