

# TittleTattle

## HIGH T WITH...

### Ian Chang

SKILLED, YOUNG AND TALENTED, THIS QUIET UNASSUMING MAN SHARES HOW HE TAILORED HIS CAREER



**TT:** *When did you start Bespoked?*

**IC:** I started my company on 1st April, 2008.

**TT:** *Why did you think this type of business would do well here?*

**IC:** My experience through the years showed that there is a demand for quality bespoke clothing. For many, it is hard to get perfect off-the-rack clothing and it always needs altering. Also those clothes have their designs fixed, the cutting is fixed – everything is fixed. But if you come for bespoke tailoring, everything is made to fit and suit the individual's build, body shape and taste. So the demand is here, as everyone wants something special.

**TT:** *How did you come up with your boutique name, Bespoked?*

**IC:** At first I wanted to use my name but I realised that it would not convey to customers what my brand was about. So I used Bespoked by Ian Chang, which means custom-made by Ian Chang.

**TT:** *What is your boutique concept?*

**IC:** The concept is basically that of a British tailor shop like the

ones on Savile Row in London.

**TT:** *Why did you situate your shop in 1 Utama?*

**IC:** It is next to [One World] hotel, which attracts a lot of businessmen, as next to it is TV3, KPMG, IBM and other business offices. Every lunch or dinner break, thousands pass by my shop. So this location, I believe, is best for me.

**TT:** *Where did you study your craft?*

**IC:** After school, I enrolled for an accounting course. I needed a part-time job to support

myself so I worked in a tailor shop, doing odd jobs. I found myself getting interested in tailoring, especially when I saw the tailor cutting the cloth because when you do the cutting you need all the measurements, which we call "figure" and it was similar to accounting, which had to do with numbers. So after some time, I asked the sifu, the master, to teach me everything about tailoring. I found this more interesting than accounting and very challenging. After I graduated with an accounting diploma, I worked full time as a tailor at the shop. I stayed for 12 years, until last year. I also went to London to study with other experienced tailors on short visits. I still go every year for about two to three weeks to learn from them.

**TT:** *If you weren't in fashion, what else would you be doing?*

**IC:** I would most likely be an accountant.

**TT:** *What do you enjoy most about your job?*

**IC:** Seeing my customers happy