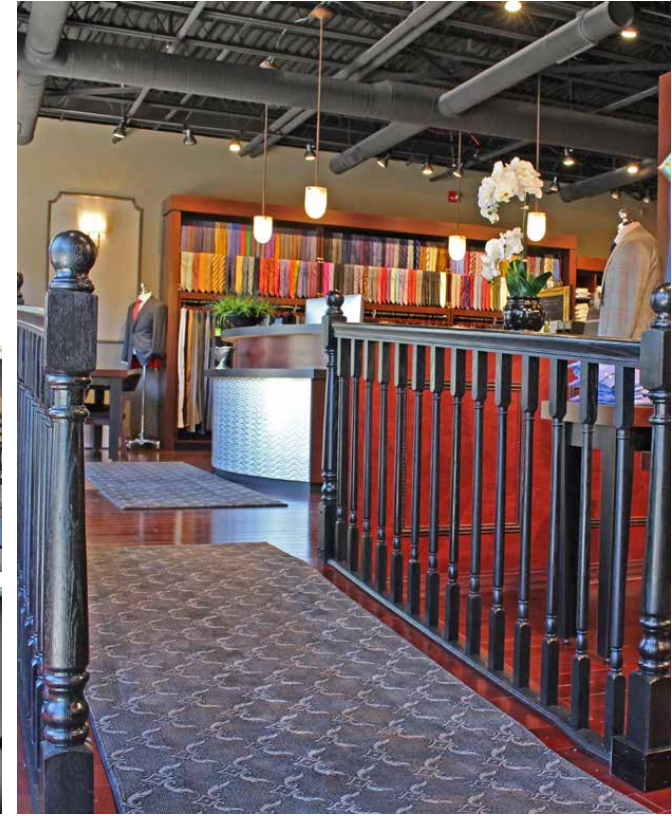


A Sharp-Dressed Man



Alexander Hamka outfits the movers and shakers.

By Maureen McDonald and Allie Chase
Photography by Brett Mountain

A ALEXANDERS
CUSTOM CLOTHIERS
of Northville

Alexander's Custom Clothiers, located in downtown Northville, has created a name based around quality, excellence and expertise. Alexander Hamka's business of handling the images of a variety of Forbes magazine companies, systematic entrepreneurs, CEOs and proprietors of multi-billion dollar companies has clients turning to this businessman and master tailor for top-tier image consulting.

"People are often stereotyped by what they wear. I help them achieve the elegance they

deserve," says Hamka, owner of Alexander's Custom Clothiers.

Alex knows a well-chosen wardrobe can improve self-esteem and career opportunities. His clients stream in from all ends of the country to visit the newly renovated 3,000-square-foot space, where the image consulting team works alongside Hamka to outfit clients from formal wear to casual wear.

Not only does Hamka transform pristine fabrics into custom creations, but his intuition and talent also allows

him to take each client under his wing by offering personal advice, insight and a fresh outlook on custom tailoring.

As the owner, tailor and middle man of his business, Hamka works with his clients through each step of the process. From fittings, to client office visits, to tailoring clothes in the back of his shop, he truly does it all.

"Our customers come to us for hands-on care. We want to interpret the needs of our clients in order to give them the best experience possible and to make

them feel confident in not only their wardrobe, but also their professional image as well," Hamka says.

Hamka's powerful business personality truly sets him apart from his competitors, as he oversees all aspects of Alexander's Custom Clothiers. Working as both the advisory board director and cutting team coordinator, Hamka works hand-in-hand with his manufacturers by overseeing future pattern-making decisions, styles and trends as they develop and change.

The process of picking and then perfecting the new patterns each season involves countless hours. This rigorous process must be executed seamlessly as one error could mean millions of lost dollars. Without perfected templates and patterns, the revenue of department stores, small business and specialty boutiques would be negatively influenced. The positive reinforcement Hamka provides, both inside and outside of his business, has allowed him to take on substantial growth that

is propelling Alexander's Custom Clothiers forward at high speed.

The valuable knowledge and skills Hamka has obtained as a third-generation custom tailor have been passed down through his father and his grandfather. He has intertwined his history of tailoring into his business practices, which have impacted and made him the entrepreneurial tailor he is today.

From custom suits and shirts to a wide variety of tailoring knowledge, Alexander Hamka expresses a sense of both passion

and knowledge to each and every client. As a third-generation tailor, his sensibilities in regard to his custom business surpass all expectations. Hamka consistently works toward creating new and exciting wardrobe combinations that satisfy his clientele's unique tastes. ■

ALEXANDERS CUSTOM CLOTHIERS

124 W. Main St., Northville
(248) 349-6080
www.alexcustom.com