

# Ahead of the Curve

# TAILORING. CUSTOM FITTING. ALTERATIONS

EXAMPLES OF INNOVATION & ADAPTATION  
IN SAINT JOHN AND AROUND THE WORLD

## COVID-19 BUSINESS REALITY

Tailoring. Custom Fitting. Alterations, an immigrant-owned business in Saint John, saw a significant drop in business due to COVID-19. Standard tailoring contracts and special orders for wedding and bridesmaid dresses were greatly reduced.

## INSIGHTS & ACTION



Tailoring. Custom Fitting. Alterations, leaned into the crisis, using its tailoring skills to begin producing high-quality custom masks.

The company offered free delivery to Saint John customers purchasing 2 or more masks and free delivery to KV customers purchasing three or more masks.

Using social media channels like Facebook, the company showed samples of its masks, engaged influencers in sharing photos of their masks, thanked customers for their purchases, and asked for referrals.

## LESSONS LEARNED

- Lean into a crisis: Identify what skills you have that can be leveraged to meet the needs of new and existing customers. Tailoring. Custom Fitting. Alterations knew its skills were directly applicable to providing value to a wide range of customers during this time.
- Adapt quickly. On March 29th, Tailoring. Custom Fitting. Alterations started producing and promoting custom masks on Facebook.
- Listen carefully to what your client wants from you. Tailoring. Custom Fitting. Alterations made it easy to buy masks and offered custom orders.

## RESULTS

*Custom masks were a huge success, with more orders from the public than the company could reasonably handle, including orders from dental clinics, restaurants and a large order from Saint John Energy.*



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ON FACEBOOK - [TAILORSHOPSAINTEJOHN](https://www.facebook.com/TailorShopsSaintJohn)

FOR COVID-19 BUSINESS TOOLS & RESOURCES VISIT [EDGSJ-CURVE.COM](https://www.edgsj-curve.com)



**ECONOMIC  
DEVELOPMENT**

GREATER SAINT JOHN