

**HAROLD ROSE
MASTER TAILOR**

**“THE BLACKBERRY
SMARTPHONE IS THE
PERFECT FIT FOR A
TECHNOLOGICALLY
SAVVY BRITISH
MASTER TAILOR.”**

Harold Rose has a talent. He knows how to make men look and feel their best. Rose is a master tailor who was born and raised in the clothing business. After being managing director of the family garment manufacturing business and then starting his own high-quality corporate clothing company, Rose returned to his roots in 2004 and founded mastertailoruk.com.

Rose's decision to return to the made-to-measure business came from his understanding of the male psyche. According to Rose, men are just as image conscious as women but will not always admit it. Moreover, every man is built differently and the shape of a man's body changes the way a suit fits. An ill-fitting suit can be physically and psychologically uncomfortable to wear, ruining a man's chances of making a good impression in the right circumstances.

The only way to have a suit that fits perfectly is to have it made to measure. "But", says Rose, "while many men yearn for custom made clothes they are often put off by the inconvenience of going to a tailor and the lack of serious personal advice."



**BLACKBERRY SOLUTIONS
FOR SMALL AND MEDIUM
SIZED BUSINESSES**

BlackBerry®

AMBASSADOR CASE STUDY

A CUT ABOVE

To overcome these obstacles for his customers, Rose decided to leverage technology. "I wanted my clients to benefit from the new digital age of made-to-measure tailoring." Rose visits customers at their home or office and measures over 30 different parameters that are created into a bespoke electronic pattern adapted to the customer's specific personal requirements. The suits are tailored from the finest fabrics and styled according to the customer's wishes. Rose personally accompanies his customers through the entire process, from fitting to the choice of fabrics, styles and final adjustments.

PERFECT FIT

When Rose was introduced to the BlackBerry® smartphone, he knew immediately that it would be a perfect fit for his business. As he explains: "After years of working in big companies I came to the conclusion that what I liked the most about my profession was working with the person who'll be wearing my clothes. The personal contact is incredibly rewarding." To increase the time he could spend with customers, Rose decided to outsource a whole host of operational and administrative tasks – and use the BlackBerry smartphone for the rest.

Rose considers the BlackBerry solution to be very therapeutic. "When I'm out and about I don't worry about what's waiting for me at the office or what enquiries I've missed. I take everything in my stride." As a case in point, one morning in London, Rose received an email enquiry from his website on his BlackBerry smartphone. "The customer wanted an urgent appointment in Sheffield in the North of England. As it happened I was going to be driving past his office a few hours later on my way north to Leeds, so I scheduled the appointment via phone. Without my BlackBerry smartphone I wouldn't have seen the enquiry until it was too late."

BUSINESS SUITED

As much as Rose embraces technology, he does not like wasting time trying to install or use it. "My BlackBerry was so intuitive; I was able to start using it right out of the box." Rose never finds it intrusive, explaining that: "I leave it discreetly in my briefcase during appointments. But in-between I'm able to catch up on business no matter where I am, whether waiting for a customer in reception or stretching my legs at a motorway service station. In addition to email, it's a great phone."

Rose's clients are located throughout the North and South East of England and many of them travel frequently. "With BlackBerry I can reply to their queries right away and keep them up-to-date on their suit's progress," says Rose. The BlackBerry smartphone has also proved to be an ice-breaker for Rose, adding: "many of my clients already have a BlackBerry. When they see from the footer on my email messages that I use one too, they often bring it up in conversation the next time we meet." When asked if he would recommend the BlackBerry solution to other business professionals, Rose concludes: "BlackBerry is on par with the suits I sell; both are world-class and perfectly tailored."

BENEFITS

**IMPROVED
PERSONAL CONTACT
WITH CUSTOMERS**

**BETTER TIME
MANAGEMENT**

**SPEEDIER RESPONSE
TO CUSTOMERS**

**INTUITIVE AND EASY
TO USE SOLUTION**

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