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 TAILORED BRANDS

Men's Wearhouse Unveils Next-Gen Stores

Building upon its expanding omnichannel model, the iconic American brand opens a newly designed modern retail experience

FREMONT, Calif.--(BUSINESS WIRE)-- Men's Wearhouse, an industry leader that has been unapologetically obsessed with providing the best tailored and casual menswear assortments for nearly 50 years, recently opened the doors to its Next-Gen store locations in Shenandoah, TX and Buford, GA. The reimagined stores are destinations for all things menswear and showcase the depth and breadth of the brand's offerings. These stores were designed to support a seamless omnichannel customer experience, which thoughtfully incorporates innovative technology solutions to strengthen the Company's incomparable combination of service, selection, convenience and value.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210204005344/en/>



(Photo: Business Wire)

“We know that menswear retail is changing rapidly, driven by customers who are digitally connected, in control and expecting zero friction as they engage in digital and physical environments—often simultaneously,” said Tailored Brands Chief Customer Officer Carrie Ask.

Over the past nine months, Tailored Brands successfully launched more than 30 new digital capabilities to support the customer and employee experience

including buy online, pick up in-store (BOPIS), contactless measurement and curbside pick-up.

“Our knowledgeable sales team is known for delivering exceptional service to customers, individualized to their needs and specific style preferences. This long-term strength,

combined with the exciting new technological advancements we are unveiling, demonstrates our continued commitment to service and innovation,” said Ask.

The Next-Gen store concept is the product of extensive cross-functional collaboration across the entire Company as well as with expert design partners at Nelson Worldwide. Upon entering, customers are greeted with clean sight lines and streamlined perimeter walls that enable elevated visual merchandising of key items and head-to-toe looks for easier decision-making for customers. Glass panels enhance a sense of transparency and active engagement. The color and material palettes include warm oak tones, cool grays, blues, glass and steel finishes throughout the floorplan to complement the store merchandise.

Designated zones are organized by occasion to guide customers to the perfect outfit. The new store design goes well beyond suits to showcase rental and custom offerings as well as a broad selection of lifestyle lines of casual menswear. The layout includes a visible back stock area called “The Vault,” which greatly reduces inventory on the sales floor while making it easier for expert stylists to help shoppers find their personal fit, style and size. The stores also feature newly designed fitting rooms adjacent to a lounge area.

Artificial intelligence powers a groundbreaking contactless measurement technology from 3DLOOK that analyzes two photos taken of the customer to quickly and safely determine their clothing sizes. Men’s Wearhouse is the first menswear retailer to pilot this program in the U.S. Separately, the “Digital Shirt Wall” incorporated into the “Shirt Shop” provides customers with a unique, interactive touch-screen display that allows them to select their desired style, fit and color from in-store and online inventory. Customers add shirts to their “virtual fitting room” and associates bring selections for them to try on. iPads are used to co-create custom garments by casting images of the items to a large-screen display during the design process. These high-quality 3D renderings allow customers to browse and visualize hundreds of fabrics and multiple style combinations in high-definition—all while maintaining a safe social distance.

The Company is guided by a commitment to creating a seamless omnichannel experience through new and innovative capabilities. Accordingly, Men’s Wearhouse intends to carefully observe and leverage learnings—including customer and employee feedback—to continue to enhance the customer experience across its fleet.

Men’s Wearhouse Shenandoah, TX

Portofino Center
19075 Interstate 45 S
Suite 116B
Shenandoah, TX 77385
936-271-0788

Men’s Wearhouse Buford, GA

3385 Woodward Crossing
Suite 310
Buford, GA 30519
678-926-5035

About Men’s Wearhouse

Founded in 1973 and a subsidiary of Tailored Brands, Men's Wearhouse is the largest specialty retailer of men's apparel and rental product in the U.S. with more than 630 stores nationwide. Men's Wearhouse carries a full selection of suits, sport coats, slacks, formalwear, sportswear, outerwear, dress shirts, footwear and accessories in non-exclusive and exclusive merchandise brands such as Joseph Abboud, AWEARNESS Kenneth Cole, BLACK by Vera Wang, Collection by Michael Strahan, and many more. Tuxedo and suit rentals are available at both Men's Wearhouse and Tux stores, which also offers a limited selection of retail merchandise, and Men's Wearhouse stores nationwide.

About Tailored Brands

Tailored Brands is a leading omnichannel specialty retailer of menswear, including suits, formalwear and a broad selection of business casual offerings. We help our customers look and feel their best by delivering personalized products and services through our convenient network of stores and e-commerce sites. Our brands include Men's Wearhouse, Jos. A. Bank, Moores Clothing for Men and K&G Fashion Superstore.

For additional information on Men's Wearhouse, please visit menswearhouse.com

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For Media Inquiries, contact:

Michael Stefanov, PR Manager, Michael.Stefanov@tailoredbrands.com

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