

EUROPEAN CUSTOM TAILOR

The Groom's Style Decision Kit

Choose the outfit. Prepare the fitting. Arrive ready.

15 practical chapters + a private planning tool

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The European | Maison - Porto

ENGLISH EDITION / 1.0

01

Start with the wedding, then choose the clothes

Your first task is to agree the context. A beautiful outfit can still be wrong for the ceremony, climate or level of formality.

Decide these six things

Wedding date and location; ceremony and reception times; expected weather; venue surfaces; agreed dress code; the role you want your outfit to play.

Write a one-sentence brief

Example: A September afternoon ceremony in Porto, followed by an indoor dinner. A dark navy suit, white shirt and restrained accessories, with enough comfort for a long reception.

Agree the brief before shopping

Coordinate formality and the overall palette with your partner. You do not need identical fabrics or matching accessories. Ask the planner about venue or ceremony requirements.

Your action

Complete the Wedding Brief in the planner. Leave undecided items visible and assign a date to resolve each one.

06

Make the first appointment productive

The best reference image is useful only when connected to your proportions, comfort and wedding context.

Bring the right information

Wedding date; ceremony and reception details; dress expectations; total budget; reference images; any partner or planner preferences already agreed.

Explain comfort honestly

Describe how you like clothes to feel and move. Tell the fitter about activities, seating, travel or dancing that matter. A photograph cannot communicate your movement preferences.

Ask useful questions

Which elements can be personalised? How is fit assessed? What can be altered later? How many appointments are expected? Who handles a late correction?

Confirm all personalisation now

Give exact embroidery text, spelling, placement and any date before production starts. Approve the written specification. Late additions need separate confirmation.

Your action

Save the agreed specification and appointment notes in one place. Check that the date on every document is the wedding date, not the delivery date.