

# Jordan Business

JORDAN'S PREMIER CORPORATE MAGAZINE

[www.jordan-business.net](http://www.jordan-business.net)

AUGUST 2012  
JD 2.500

## Political Discontent

Why The Jordanian State Needs To Restore Public Confidence In The Reform Process





# Alessandro Baraldo, Pal Zileri's Consulting Technician for the Made to Measure.



PAL ZILERI is a high-end men's total look brand, made in Italy. The boutique opened in ZARA Center, Amman in 2010, managed by Diva Trading Resources, the mother company of different luxurious and high-end brands in the Jordanian market, such as Salvatore Ferragamo located in ZARA Center, Diesel, Fred Perry & Optysport located in Taj Mall and Optylife located in Ajlul Complex, Abdoun to name but a few. Pal Zileri is not only famous for its classic tailor-made suits, it is also known for other sophisticated menswear and accessories with chic classical styling and superb tailoring workmanship which fit men of all ages through its different clothing lines.

Alessandro Baraldo joined Pal Zileri in 1994 and has been working with them for 15 years, and is currently their Consulting Technician for the Made to Measure. When he first started working with them, he was working in the warehouse. Years later, he started following up sales with Italian clients, then with foreign customers until he became the area manager for the English, North American Australian markets. During his working years, he was organizing the Made to Measure event, which is called "The Trunk Show" and used to spend a lot of time with the master tailor, which made him discover that he was very interested in the made to measure world. He has learnt a lot from spending time with the master



tailor, and this is where he got his passion. After many years of training, he had gained the technical experience required, which lead him to be in charge of the Trunk Show events. "When I do the made to measure, the most important thing is to understand the person in front of me. It is crucial to understand the person's character, what his job role is as the job reflects how he dresses. After getting a general idea of the person's personality, I try to adapt the suits accordingly and more importantly; I suggest the appropriate suit based on what I can see suitable for him. In every market in the world, there are different types of people, some are conservative and classical, and some are very fashionable so the key technique is to design something suitable to their lifestyle. The suits should fit based on how the person likes, if a person is too conservative for instance, we cannot give him a slim fit as it won't make him feel comfortable. The younger generation on the other hand would mainly want to show their body so slim fit would be the best option. It is very crucial to adapt the suit to the person's body and lifestyle, taking into consideration what makes him feel comfortable and what doesn't," said Baraldo. According to Baraldo, Pal Zileri has 2 different quality standard levels: Pal Zileri label which is the quality known around the world The Sartoriale line, which is the hand made line of Pal Zileri and is considered the best in terms of quality and manufacturing.

Combining the Sartoriale with the most luxurious fabrics of the Made to Measure, such as Scabal, Dormeuil and Loro Piana, we can offer one of the best quality garments in the world.

"The customers I work with in Jordan are very passionate about making unique garments and they think that Pal Zileri is the right company for fulfilling this need. I have also noticed within this year that the market has started to change in Jordan since people are becoming more open to trying new styles and looks" Said Baraldo.

The next Trunk Show date will take place from the 12th - 16th of September 2012 in Pal Zileri, ZARA Center, Amman. For appointments, call 06-4614647.

