



CELEBRATING 10 YEARS



It's an anniversary marked with style and sophistication as Trends for Men marks this Saturday as their 10th year in business.

Just 38 years ago, Trends for Men owner Moe Visram's father opened a men's clothing shop called Just for Him. The store's success became compromised when the plaza in which it resided was put under severe construction. "That's when I got the opportunity to do my own thing," said Visram. "My dad supported me through the decision but where he was, I didn't see a future at the old location, I didn't see growth, I actually saw a decline."

A few weeks later, Visram signed a lease for the last open spot in the brand new Sunrise Plaza on Ottawa Street in Kitchener, a partnership that could only be described as a perfect fit.

"At the time, I was 23 and I had no idea what I was getting myself into," laughs Visram. "Whenever my dad had opened his stores, there were stores already in the locations but there was nothing in our new Sunrise location. We had to get engineers and got to make all the decisions. I was in over my head but it all worked out really well."

Now, 10 years later, Trends for Men attributes their success to ongoing dedication and loyalty, not just them to their customers but their customers to them, estimating 80 per cent of their business to be regular clientele.

"If we didn't have good customer service, we wouldn't be anywhere near where we are today," stated Visram.

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Trends for Men owner, Moe Visram

tomers because we know what they're looking for. We're always trying to change things. See what's new, what's out there, trying to find new lines, new brands, testing things out, seeing what men like, and what they don't like. We don't let ourselves get stale because I find if we do that, then we get bored with what we're selling and it takes away from the excitement and our customers recognize that."

Alberto, Strellson and Serica are Trends for Men's top three selling brands and were all handpicked and brought in by Visram.

"We do very well with Alberto," said Visram. "It's a pant and denim line we sell and it's one of our best sellers because once you get men into them, you can't get them out."

Visram also admits to being a big believer in supporting the local economy, with most of Trends for Men's suits,

sports jackets, dress pants and dress shirts all made in Canada. "The products come from Montreal, Toronto and Hamilton," said Visram. "Some of our underwear is even made in Winnipeg and we have a few belts made right here in Kitchener. There's a lot of men who come in that have never been in before, and they say that they usually go to the United States or Toronto to shop. That's what I'm working to eliminate because why drive one, two or even four hours when you can stay right here? Just around the corner."

This Saturday, Trends for Men is celebrating their 10th anniversary by inviting customers that have helped them over the years with a thank you celebration of food and a drink.

Teaming up with some of their more prominent suppliers, Trends for Men is also offering never before weekly promotions and sales that will last throughout the fall and winter months.

"The way we work here, we're not uptight, we're not pretentious, we just like to have fun and joke around with our customers and some of them are more like friends of ours than anything," said Visram. "For me, right now, I want to just focus on what we have here and have it grow. Thankfully over the last ten years, it's steadily growing and I'm just hoping for success to continue. Kitchener-Waterloo is a great market. I think it's underestimated when it comes to menswear fashion and I think the focus is to keep guys here and to keep guys shopping locally. I'm hoping to stick around for another ten years, that's for sure."