

RETAIL NEWS

Houston, we have more menswear: Q Custom Clothier and Rye51 set to open in West Ave

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BY DILLON SORENSEN

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Gentlemen, I have some great news: Your Houston shopping options are about to expand. Raja Ratan, founder of Dallas-based bespoke clothing emporium [Q Custom Clothier](#), is about to set up shop in the latest high-end River Oaks hotspot, West Ave.

Ratan, along with his brother, founded Q Custom Clothier in 2003, and now operates two retail locations in Dallas and one in Tulsa. Q specializes in providing discerning professionals and athletes with high-end made-to-measure shirting and suits. Customers can pick from thousands of different fabrics from premium Italian and Swiss mills; garments are then assembled in tailoring facilities that have been family owned and operated since 1965.

But Ratan decided that he wanted to do something a bit different at his Houston location. Next door to a Q Custom Clothier outpost, he will also open up a casual sportswear concept aptly named Rye51.

"Our customers always ask us where to go for casual clothing, and we are continuously forced to direct them to the lackluster options in Dallas and Houston," Ratan tells CultureMap. "For me, [Mortor](#) is the only place in Houston that has a good selection of that type of clothing — but Houston guys need more options beyond the often poor buys at the corporate department store level."

Raja is drawing on his clothing experience to create an in-house line for Rye51, but the store will also carry collections from Vancouver-based [Wings & Horns](#) along with shirting by [Steven Alan](#) and denim from [Levi's Made & Crafted](#). There will also be an apothecary section. "The store is going to serve customers who are more fashion-forward as well as those who aren't," he explained.

Let's face it, most guys don't really like to shop. That's why Rye51 is also going to serve as a "man cave," complete with a full whiskey bar. And it will be connected by an internal breezeway to Q Custom Clothier, so you can simultaneously satisfy both your casual and formal clothing needs.

"We've had good experiences in mixed-used developments, and West Ave's location in the heart of River Oaks made it a natural fit for us," Raja said. "We look forward to developing synergistic relationships with other great tenants."

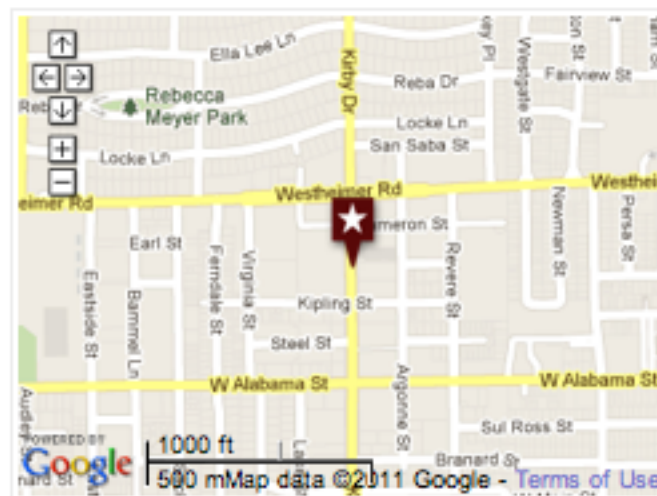
Construction has already begun, and both Q Custom Clothier and Rye51 are slated to open around August. Stay tuned to CultureMap for more information about Rye51's brand list and opening date.



Photo by Patrick Bertolino



Courtesy of qcustomclothier.com



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