

*Serafino Falvo Tailors offers top quality, custom made clothing*

# Look and feel your best in a Serafino suit

**F**or Serafino Falvo, the greatest pleasure in tailoring a suit comes from seeing the satisfied look on the faces of his customers once they've tried it on.

"When a customer puts on one of my suits and I can tell they really like it, it's the most satisfying thing in the world," says the owner of Serafino Falvo Tailors, located at 1765 Corydon Ave.

Falvo, who is celebrating 18 years in business, says being a tailor is what he was born to do.

"I originally studied to be a priest," says the Italian born tailor. "But after I saw what my uncle did as a tailor, I fell in love with the craft."

Falvo was born in the small community of Amato, but moved to Rome as a young adult to work for his uncle and learn the tailoring trade. After working side by side with his uncle for many years, Falvo moved to Australia. He lived there for five years, and met and married Paola in that time. Falvo spent the next eight years in England in management at a technical college. He then travelled to South Africa, moved back to England, relocated in Scotland, and finally settled in Canada in 1974.

Once in Winnipeg, Falvo landed a job as the custom tailor for Eaton's Pine Room which, at that time, was the place to shop for custom apparel. There, Falvo built up a very loyal clientele, much of which went with him when, after 10 years, he decided to set up on his own.

*'People ask me how long I want to do this, and I tell them I'll do it for as long as I can.'*

"I loved to look after people, but wanted to be my own boss," says Falvo, who opened his Corydon shop in 1985.

Serafino Falvo Tailors specializes in designing and making custom made suits, coats and shirts for men and women. The two-storey store

also offers full tailoring services in hemming, fitting and ironing.

Falvo starts his work day at 6:30 a.m., and it's not unusual to find him working well past 6 p.m. Even on Sundays, his only day off, Falvo will come into the shop to catch up on extra work.

He imports his materials from England and Italy, obtaining the finest cloths from Ermenegildo Zegna, Wain Shiel and Dormeuil.

"I have thousands of different kinds of cloths to choose from," Falvo says with pride. "I help customers find their style and personal look."

And his customers love him for it.

Falvo's customer list is a veritable who's who which includes some of Winnipeg's most prominent business and professional people and well known figures in other fields. Moreover, among his customers are many ex-Winnipeggers who have moved on to other opportunities in cities such as Toronto, Ottawa and Calgary but who still special order their suits, shirts and other clothing items from Falvo.

"Many of my customers become good friends, and sometimes come in just to say hello and bring me coffee."

"I love my job tremendously," Falvo says after a pause. "I once had a man come in and ask me to make him a suit because he never owned one before. He was a truck driver and didn't know too much about the business. And the look on his face after I made him his suit is one I'll never forget."

Falvo strongly believes that everyone should have the experience of having a suit made especially for them.



**Serafino and Paola Falvo have operated Serafino Falvo Tailors for the past 18 years. If you're looking to purchase a custom made suit, Serafino is the man you need to see.**

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Falvo acknowledges that, "People tend to go for clothes with designer names because that's what they know." What Falvo both promises and delivers, however, are high-end materials and quality workmanship, which are hallmarks of a Serafino Falvo product.

Falvo is a member of the Custom Tailors and Designers Association of America and, as such is one of only three in Canada and the only one in Western Canada. The Association meets in the U.S. annually, and occasionally in some of the great European fashion centres, in a 'World Congress of Tailors.' These meetings discuss trends in styles as well as materials and feature new developments in fashion from all over the world.

"People ask me how long I want to do this," Falvo says with a smile. "And I tell them I'll do it for as long as I can."

Serafino Falvo Tailors is located at 1765 Corydon Ave., and Falvo can be reached at 489-9371.



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