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## The Sou'wester

# Thirty years to perfect the measure of a man

## Serafino Falvo Tailors celebrating 30 years of business on Corydon

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DANIELLE DA SILVA - SOU'WESTER

Serafino Falvo and wife Paola celebrate 30 years of business and 50 years of marriage this year.

Serafino Falvo takes the measure of a man quite seriously.

It's the foundation of his profession, and a small error in his measurements could stir trouble in his tailoring.

Falvo, a suit maker with about half a century of experience under his belt, considers posture, incline, and even the anatomy of the body when designing a garment for his customers.

In order to create a cohesive wardrobe for his clients, he records every small detail meticulously and keeps track of the suits he



has crafted previously. He uses only the finest fabrics imported from Europe, with many brands exceeding \$200 a yard.

It's this attention to detail and commitment to quality that has kept the 75-year-old tailor in business for 30 years at his Corydon Avenue shop.

"We style the suit the way he likes it," Falvo said simply.

The personal touch of a tailor who understands what the client is looking for sets Falvo's business apart from other big-name suit shops.

"Sometimes if you go to a store they like to push you to the cash register," Falvo explained. "We don't do that. We want to know what they need clothes for, and all clothes that we make for him or for her will match with their own profession."

Just before turning 20, Falvo made his first suit while apprenticing under his uncle at a boutique tailor in Rome, Italy. It was under his uncle's watchful eye that Falvo learned the ins and outs of the trade and began to appreciate the importance of accuracy.

From Rome, Falvo travelled to Australia, where he met his wife of 50 years, Paola, and the couple made their way across the globe, stopping in Milan, England, South Africa, and Scotland all while Falvo was working as a tailor. They finally arrived in Canada in 1974 where the couple settled and opened up shop.

"Once you travel the world you start to love people. It doesn't matter what colour they are or what religion they are, you learn to love people. Because we all have one purpose in life, to live a happy life," Falvo said.

DANIELLE DA SILVA - SOU'WESTER  
Serafino Falvo, right, fits Russell Wasnie in a custom suit at his Corydon Avenue shop. Falvo has been making sure Winnipeg's business class look its best for 30 years.

“*Because we all have one purpose in life, to live a happy life*”

Since opening Serafino Falvo Tailors in the two-storey building at 1765 Corydon Ave. the couple has seen a steady

flow of customers and business has always been healthy. At the peak of the shop's popularity, Falvo had five seamstresses on staff, and more clients than he could count.

"They used to be lined up, all the way up the stairs," Paola recalled.

But since then, the business partners have downsized their operation to just the two of them, though the customers keep coming.

According to Falvo, loyal clients are constantly referring their friends and family and the word-of-mouth advertising gets new faces in the door every week. It's a joy for Falvo, who not only loves his work, but his customers as well.

"I do this because I enjoy what I am doing and I have beautiful customers."

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