

Custom Shirtmaker creates durable, comfortable works of art

If it's true that clothes make the man, then one Birmingham shop is helping thousands of men around the world live a stylish, comfortable, durable and fitted life.

David Brotman, owner of Executive Custom Shirtmakers at 223 South Woodward in downtown Birmingham, boasts thousands of satisfied customers. The reason is twofold - customer service and a quality product.

"We are the pre-eminent custom shirt maker in metro Detroit," said Brotman, who imports fabrics from Britain, France, Switzerland and elsewhere. "We know we have the best product."

Brotman begins the shirt fitting process with an interview of the customer. He asks about their habits and their work life. This helps him determine what type of material would complement the customer. This is important because "it's not just a sale, it's giving the customer something of value," he said.

He gets to know the customer so that he can design a shirt to fit their lifestyle. Following the interview, a special pattern is created for each and every customer.

Brotman claims two markets - the person who has to wear a tie and dress shirt everyday and the person who is looking for a special sport shirt. From those markets, the shop has received orders locally and abroad from Samoa,

Britain, Hawaii and New Zealand, to name a few.

"No matter where you are in the world, you can call and order," says Brotman. "However, customers placing an order by fax or over the phone, must have already been interviewed and fitted. The special pattern, which is created following every interview, can then be used to craft other shirts for phone orders."

Open from 9:30 a.m. to 5:30 p.m. Monday through Saturday, Brotman and his staff are ready to cater to every customer, whether they are a first-time buyer or longtime friend. They can go to the busy customer at work with swatches of material if needed. All customers need to do is call.

To compliment their shirts, clients of Executive Custom Shirtmakers, will also find an unlimited selection of unique neckwear. "These are really works of art. You come in and see them and say I don't want to wear this, I want to frame it," said Brotman, who added "we're very well known for our style, color and design."

With more than 1,000 ties, Brotman can match neckwear to any shirt and suit. He is proud to say that.

"I bought Executive Custom Shirtmakers four years ago because I wanted to sell someone a product that would make a difference and improve how comfortably they felt during the work day."

Breadsmith Bakers - European breads seasoned with customer service

The owners of the new establishment at Village Knoll shopping mall in Bloomfield Township aren't just "loafing around." Geoff and Jill Hockman are busy helping their business, Breadsmith, "rise" to meet the demands of its growing customer base.

The Hockmans opened Breadsmith in February at the mall at the corners of Maple and Lahser roads. Since then, customers are discovering their favorite varieties of bread. There are so many types to try - cornbread, cranberry, French peasant, garlic parmesan, Greek olive, honey challah, honey oat, honey white, raisin walnut, raisin cinnamon, sourdough, rye, tomato basil or pesto baguette and Tuscan herb focaccia.

"When we were looking for a bakery chain for our business, we decided on Breadsmith because of its philosophy of using only natural ingredients that contain no additives, preservatives or fats," said the owners.

They play on producing as many as 600 loaves of bread in a dozen varieties every day. The staff uses an 8 ton steam injected oven from France to give the breads their hard crusts and soft insides.

The Breadsmith at Maple and Lahser is open from 8 a.m. to 6:30

p.m., Tuesdays through Saturdays and from 8 a.m. to 5 p.m. on Sundays. The bakery is closed on Mondays.

It has a sister store in Troy. Another is opening in Farmington in June. It will sell fresh baked bread from the Bloomfield Hills location which will be delivered there daily.

Meanwhile, the Hockmans are meeting their customers and finding ways to thank the community for its encouraging support. "We'll be giving back to the community," they said.



The Breadsmith Bakers



25 years in downtown Birmingham

**Executive Custom
Shirtmakers & Tailors, Inc.**

223 South Woodward Avenue • Birmingham, Michigan 48009

Just south of the Birmingham Theatre • (810)642-0460

Hours: Mon.-Sat. 9:30-5:30, Thursday until 8:00



BREADSMITH

Award-Winning European Hearth Breads

3592 West Maple Road (at Maple & Lahser, near Farmer Jacks) • Bloomfield Hills, MI 48301

810-540-8001

SPECIALTY BREADS

- **TUESDAY -**
RAISIN CINNAMON
CORNBREAD
RYE BREAD
TOMATO BASIL BAGUETTE
- **WEDNESDAY -**
RAISIN WALNUT
CRANBERRY CORNBREAD
PESTO BAGUETTE
GREEK OLIVE
- **THURSDAY -**
RAISIN CINNAMON
CORNBREAD
TOMATO BASIL BAGUETTE
- **FRIDAY -**
RAISIN WALNUT
RYE BREAD
HONEY CHALLAH
RAISIN CHALLAH
PESTO BAGUETTE
- **SATURDAY -**
RAISIN CINNAMON
CORNBREAD
GARLIC PARMESAN BAGUETTE
TOMATO BASIL BAGUETTE
- **SUNDAY -**
RAISIN WALNUT
CRANBERRY CORNBREAD
PESTO BAGUETTE
GREEK OLIVE

EVERY DAY

- ROLLS
- DEMI BAGUETTE
- FRENCH BAGUETTE
- FRENCH BOLLIE
- RUSTIC ITALIAN
- HONEY WHITE
- BALETTA
- SAURDUGH
- HONEY OAT
- FRENCH PEASANT
- TUSCAN HERB FORMAGGIO

Most of our breads contain no added fats, oils, sugars or preservatives. We make all our breads from scratch right here in the shop with unbleached, unbromated white flour or stone-ground whole wheat flour.

HOURS

TUESDAY THROUGH SATURDAY 8:00 A.M. - 6:30 P.M.
SUNDAY 8:00 A.M. - 5:00 P.M.
CLOSED MONDAY

The first breads are available by 8:00 a.m., and the full lineup is ready by noon.