

DANDY

« La mode se démode, le style jamais » (Coco Chanel)

BEHIND THE SCENES OF TAILORED ART

In the Van Beers family, tailoring is an old tradition: here are four generations that practice there. An important heritage for the one who claims laughing to be "the Tom Ford of bespoke tailoring, since unlike most of his colleagues (he does not) have his own style but espouses that of his clients".

I am addressing the new clientele of 30/50 year old, who earn a decent living and are interested in measurement, but do not want a formal or old-fashioned measure: they want it to be modern, contemporary", explains Kees us. Hence the choice to offer a "real bespoke tailoring", billed at the traditional rates of the genre, from 5500 euros the suit.

In 1936 his maternal grandparents left Germany -where the atmosphere became too heavy - to move to the Netherlands with their eight children. His grandmother, who worked as a tailor in Kleef with her own father, found a job there with a renowned master tailor in Valkenbrug in the south of the country. This is where her own daughter (Kees 'mother) will take over and meet her husband (Kees' father), who has his suits made there. And it is in the Netherlands that twenty years later Kees will carry out his training. "The Dutch master tailors weren't closed like some master tailors are today, who don't like anything new," he recalls. Which is a shame, he says in petto, because Rolls Royce, Lamborghini and Porsche are constantly using new technologies! During my four years of training I learned both tailoring craftsmanship and new technologies at the same time. That I adapted to the art of tailoring when I moved to Paris".

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Kees van Beers: "The balance" is the essential part for the good fall of the garment, he explains to us. It must be identical on all models, whatever the morphology of the client, that is to say that if we look at a checked jacket, the said checks must be perfectly horizontal on the front and back of the client. And where the front and back necklines meet, they should be perfectly connected. This is exactly where the balance is, and it is the most essential point in a suit, shirt - or a coat. Here we sell craftsmanship: we have created different styles so that the customer can navigate according to his tastes and morphology, and in sportswear or casual chic lines for weekends, but first and foremost sells craftsmanship and a wide variety of creations, from very classic to very sportswear, including very urban. "

FROM AMSTERDAM TO PARIS

Carried out in the Netherlands, Kees' training ended in three stages, with a master furrier, a Couturier and a master tailor. His diploma in hand, the young Kees does not really want to stay in Amsterdam - he packs his backpack and leaves for Paris. He will first work there as an interim for five years, which allows him to adapt to very different styles which make him a versatile tailor: "The

interest of the interim is that either we know how to work and we works all the time, that is to say it is known very quickly and we do not work “, he confides today. After a first series of assignments, he was hired by Claude Montana, then in charge of Lanvin haute couture. Kees will be part of his team when the stylist wins the Gold finger hold. At the start of the 90s, the young tailor tried his hand at different styles, different tastes and above all different technical skills - a formative period. St Laurent, Givenchy, Dior, Cerruti: for ten years he will collaborate with the most important French high fashion houses, for the style is even more important than the technique - "even if all these houses have an exceptional craftsmanship" He confides a posteriori. The consecration came at age 34 in the form of a Hermès head cutter under the artistic direction of Martin Margiela, then for Yves Saint Laurent with Hedi Slimane, for whom he created the workshop ex-nihilo (" It was great: there was everything to do! ") -Thirty years later, Kees van Beers has abandoned the effervescence of creation studios to refocus on the fundamentals of the art of tailoring, and proudly claims to shake up the rules of the trade somewhat: "Today we no longer go down on the Côte d'Azur on horseback: we take the plane. And new technologies are being used to achieve a perfect end result - these technologies also help to shorten the manufacturing time while ensuring that perfect end result. With the computer, I apply up to 55 corrections of measurements on a bespoke jacket after having already checked all the points on the "Toile" with the customer. Where my grandmother's father took a day to do patron for his client (arch, shoulder, waist, etc.), I do it in three minutes so to speak. And because we have the right machines, I deliver a great deal in four weeks. Our made to measure line is not made here, but in an external workshop and, the fitting of the "Toile" and the patronage being done here, the result is better than a made to measure!

CUSTOM & SHIRTS COATS ALSO

Finally, it should be noted that the know-how of the house is also applied to coats. During our visit, we had the opportunity to appreciate a traveler coat in very thick Fox Brothers flannel, water-repellent and lined with fur. Kees van Beers produces on demand lined, unlined, semi-lined, hand-made or machine-made coats: in this area too anything is possible. One more reason to visit the store, as well as its website: www.kees-van-beers.com