

NO JUNK IN THIS TRUNK

Outsourcing shopping has never been easier



PACKED FOR FRESHNESS Tie by Gitman Bros., shoes by J Shoes, belt by Fullum & Holt, jacket by LBM 1911, cardigan by Ben Sherman and shirt by Eton

AT THE Chicago HQ and showroom of Trunk Club, some 150 stylists peck away at laptops in a handsome 45,000-square-foot loft space, helping reportedly more than 50,000 members get their look just right. Clients who visit the showroom in person sip wine while trying on Eton shirts (\$235–\$275) and Scarpe di Bianco shoes (\$795–\$950) in one of 17 different fitting rooms, 13 of which were designed by partner brands.

While this might seem like a high-end department store, Trunk Club, which opened a second brick-and-mortar location in Dallas in November, is different: You don't ever have to set foot in the "store" to shop. That's why CEO Brian Spaly considers Trunk Club to be a men's fashion *and* tech company, given that it works whenever, wherever and however you like, via text, email or iPhone app. After specifying your personal style, body type and clothing needs, a personal stylist will

ship you a customized "trunk" containing six to eight items, everything from sport coats and shoes to watches and shirts. Keep as much or as little as you want and return the rest via FedEx. You pay only for what you keep, and the brand-name clothing costs no more than it would at Neiman Marcus or Saks Fifth Avenue. Frequent designer collaborations, including recent partnerships with J.Press and DL1961, also bring members shirts, chinos and jeans they can't find elsewhere.

Jeffrey Juger, head of marketing for Hanwha SolarOne USA, has been a member for a year now, and credits the service with helping him impress his current girlfriend. "I used to just buy everything on the mannequin," he tells *Rhapsody*. Juger praises his fashionable stylist for saving him time and guiding him through fashion dilemmas. "I texted her to figure out what to wear to church on Easter," he says. "She's not just my stylist but a friend who knows a lot about fashion." —*AMBER GIBSON*



COURTESY OF TRUNK CLUB