

# BUSINESS

## Lutz Woman Crazy About Sharp Dressed Men

### EXPANDS CLASSIX THREADS

By LAURIA CONE

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Kelly Anne Kras of Lutz helps men and women dress for the office.

Kras, the owner of Classix Threads, recently started a joint business venture with a national clothier, Paco Fernandez of East Chicago, Ind., the CEO of Paco's Custom Clothiers.

Together they offer free consultation and fitting, and the opportunity to see more than 1,500 swatches of fabric for

suits and 800 swatches for shirts.

Kras said suits and Italian silk and woven ties are popular this year. The sophisticated look of the French cuff shirt is also a fashion must.

"The males have always worn cuff links, however, this year the female gender is taking a quick liking to another few pieces of jewelry to add to their collection," Kras said.

When it comes to holiday shopping, Kras suggests women opt for gift certificates for men because it's difficult to buy the right size off the rack. Her gift certificates come in a gift package.



Kras

"With us, the garment is going to be to their exact measurements," Kras said. "A lot of times when you buy a suit off the rack, it's in increments of two inches. A lot of times someone will be a 40 chest and the pants normally come 34. If you have someone with a 32 waist, when you go into a store they will only take the waist in, not the crotch."

She said clothes off the rack are often too big and baggy.

"With custom you don't have to worry about that," she said. "The pants will be measured to their exact measurements. The waist, seat and crotch will be fit to a T."

She also helps women find blouses and custom business suits.

Although some people dress in business casual outfits for their job, Kras said wearing a suit and tie is almost essential for people who work at an executive level.

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"Even though we are in Florida and standards are a little different, you see things changing," she said.

Originally from Buffalo, N.Y., Kras and her husband, Bill, have two children, Jules, 6, and Alex, 8. They have lived in Florida for 10 years.

She met her new business partner at an annual convention for the Custom Tailors & Designers Association (CTDA) in Atlanta five years ago.

Kras worked as a manager for Casual Corners for 10 years before starting her own business five years ago.

In February 2006, Kras and Fernandez took the blue ribbon at the 25th annual CTDA Fashion Show in Las Vegas.

Fernandez, a clothing designer and professional fitter, said he travels to 19 cities including Tampa as part of his business selling hand-tailored clothes.

"Each garment is designed individually," Fernandez said. "We try to use the best mills that offer the best quality fabrics. We are not one company that uses one product. We use fabrics from all over the world."

Fernandez stays abreast of the latest fashion trends. He said hot colors this fall for office fashion include charcoal gray, dark lavender and purple.

"Purple has become a very strong color for business," he said. "For some reason a lot of public speakers use red and purple because it attracts the eye."

He described Kras as an attractive, aggressive businesswoman.

"She is smart and a well-known individual," Fernandez said. "She knows what she is doing. We merged our companies together to give our customers a better quality product and larger selection of fabrics."

He said they cater to people with business, casual and formal clothing needs.

Fernandez serves on the board of directors for the CTDA.

"We make a beautifully finished garments," he said. "Everything we do is all high-end, hand-tailored clothing."

For more information on Paco's Custom Clothiers, call 390-9896 or 866-377-2267.