

BRIDES

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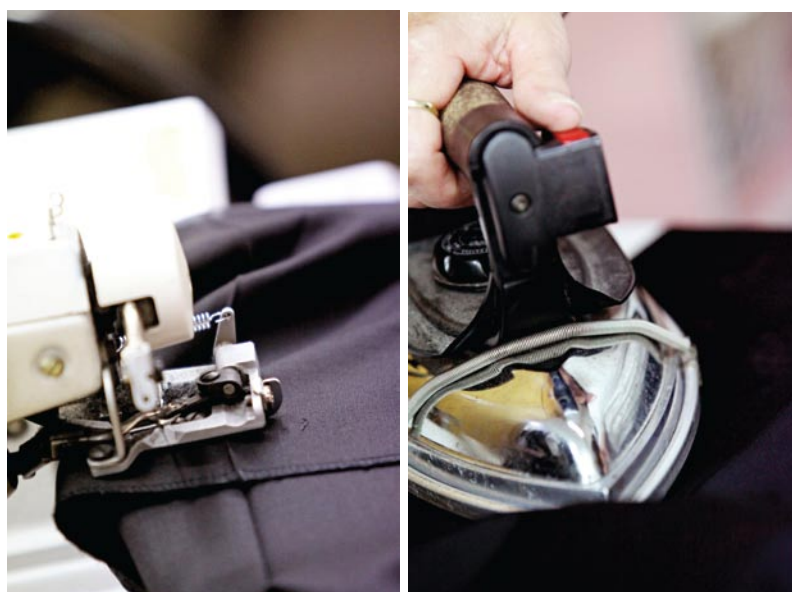
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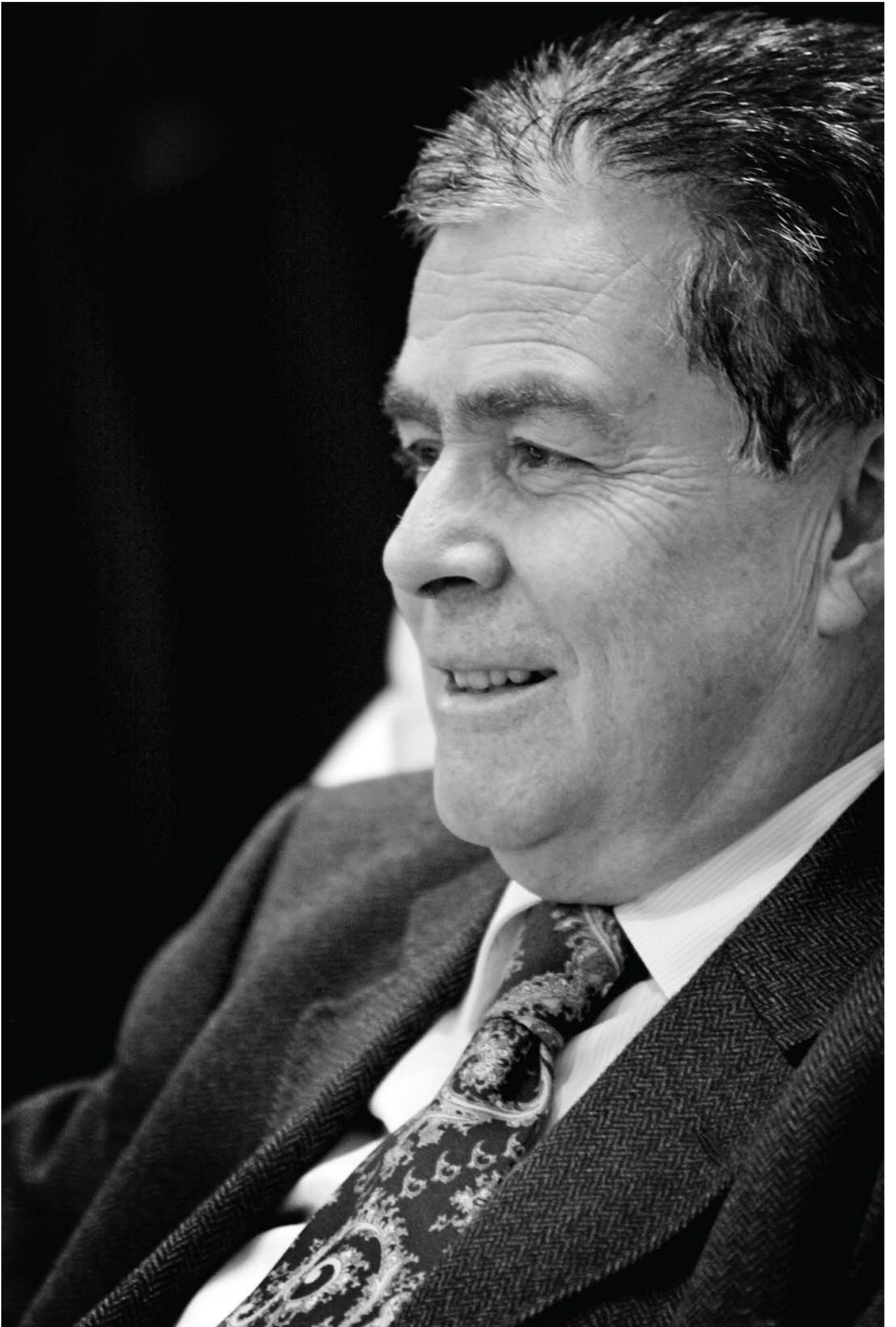
Gerry Giannitto

TAILOR - GERRY'S SUIT HIRE

PHOTOGRAPHY BY Glenn Hawke Photography

As an 11 year old boy Gerry Giannitto always dreamed of the fashion industry and being from Italy there were many avenues that he could take. In his home town in the south of Italy there were two career choices available... a barber or a tailor. For Gerry the art of learning the tailoring trade was the only option as he loved fashion. Trained by a professional tailor before and after school, Gerry was taught the 'right way', using simple tools and a high degree of accuracy in measuring, cutting, sewing and fitting; skills that are hard to find present day. A career in the wedding industry had not entered Gerry's mind until later in life where it developed and became an opportunity for him when he settled in Australia.







'In all the years I have been in business I can honestly say that in my professional experience you can never stop learning about your industry and business, you have to keep building and injecting your passion everyday. I have achieved my goal of migrating to a country where I could develop my dream of starting my own business, however I still have many more goals in life and that is what keeps me going.'

Favourite designer...

Armani - Classic Designer.

A fresh approach to mens wedding fashion...

Go back to basics , enjoy what you do everyday , do not complicate what you are offering your customers just listen to them and you will go a long way.

What makes you different to others in the field?

I do not know if I am any different however I know that I am completely focused on my business. Every morning from the day I opened my store (I have not missed a day) at 8.55am I walk through the back door and start to think of new ideas that I can develop today , tomorrow an on and on ...I never stop thinking.

Latest wedding trends...

Opulent weddings , couples love the glitz and glamour , they are thinking big , dramatic and spectacular. Couples are personalising their weddings more, choosing non-traditional places to get married; lots of destination weddings.

Inspiration...

Positive people inspire me. People who love what they do and are excited about doing what needs to be done and GET it done .

Something people don't know...

When I started my business I had to borrow \$3000 from the bank as my safety net just in case I needed to pay bills , rent etc...and to this day I have never had to spend one cent of it.

Most proud of...

The achievement of seeing my business grow from a humble beginning and having my wife and children become involved in my dream with the same drive and passion.

Best compliment...

The best compliment we receive all the time is referrals from customers who send their friends and family in to see us .

What song do you get stuck into your head most often?

Italian songs ...(not just one) when I am driving in my car.

What makes you laugh?

A good night out with friends remembering when we were young and how things have changed .

Which 5 words best describe you?

Honest, hardworking, passionate, generous, friendly.

Red wine or champagne?

Red wine ...a friends home brew ...the best.

