



Roy Thompson poses in January with a display of some of the tailored clothing and custom-fit suits his store, Foeller Men's Shop in the Town of Wallkill, carries. Thompson has owned the store for a year.

Photo by Tom Bushey

Foeller Men's Shop

ROY THOMPSON, OWNER
88 Dunning Road
Town of Wallkill

WHAT WE DO: Foeller's offers men's clothes of all shapes and sizes, but it focuses on custom-fit suits. "We specialize in taking care of the well-dressed gentleman, the guy who wants a better-fitting, better-looking suit," Thompson said. "We try to sell to that guy. He's longing for that kind of service, and we want to give it to him."

HOW LONG HAVE WE BEEN IN BUSINESS? Foeller's has been open since the 1940s, but Thompson took over in January 2005 when

the former owner was preparing to close the place.

HOW WE GOT STARTED: Thompson learned the art of tailoring in his native Jamaica and has worked as a tailor and salesman at Macy's, Nordstrom and Neiman Marcus since immigrating to the U.S. On the side, he worked as a tailor at Foeller's and jumped at the chance to buy the place in late 2004.

WHAT WE'VE TRIED THAT WORKED: In-house tailoring and personal service. "When a customer comes in for a suit, I try to have a rapport. I ask about the occasion, is it a job interview, a wedding, a party? We try to find out what is right for the customer," he said. "We try to find out what the customer needs and match colors to personality, hair color.

We give that consultation, and they like it."

WHAT WE'VE TRIED THAT DIDN'T WORK: It's hard to catch people's attention. Thompson said that at Neiman Marcus in Paramus, N.J., he'd send out invitations to a trunk show and people came. Here, when he invited customers in, they didn't respond. "The industry, doctors, lawyers, technical people who need suits are here, but for some reason they don't know this service is being offered," he said. "It's disappointing sometimes."

OUTLOOK: Thompson is optimistic, and he thinks the rising affluence and quality of life in Orange County will be good for his business. "If a guy goes to college and gets his degree and a good job, he's going to want a



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nice car, nice family, nice house and a nice suit," he said. "If people continue to learn and get a better quality of life, obviously they're going to want to wear better shoes, better socks, better slacks, a shirt, a tie and a suit."

Tim Logan