

TONY THE TAILOR

CHANGING THE WAY GOLFERS OF ALL ABILITIES LOOK AT THEMSELVES

With Gregory M Francis - Managing Editor

Few visits to the British Open are memorable. Yes Padraig won the day but celebrations leave a blur, sore throat, aching limbs and letters from the bank to say your Henry Hippo account is seriously overdrawn. Scotland, without generalisation is a kip. We stayed in a Hotel which had been booked by John Daly's Mom, Lynette which she could not attend at the last minute. Americans are more canny than we Irish and never believe the pictures on the world wide web of exaggeration. Many have told me that I have been on the verge of a long term stay in the nut house and this establishment was as close to what i imagine a sanatorium room to be like.

What the F..k is menoliium! It was all over the floor of our double room which slept 5 in the final days. On the upside I met up with now South African based Darragh Saunders who was in the Company of Ernie Els's brother and other brothers of the Fatherland. One character we met was called Adolf. As the wine flowed he was not forthcoming on his parents choice of name, save to say it was the name of his Father and Grand Father. Forget the Boy named Sue song, few would question this South African beef cake without courage but we couldn't help thinking that a body was never found.

This second last day of The Open, we were doing our usual unpretentious British Open trip, sitting in the Bolly Tent which is the home of everyone who is everyone. Catherine Murphy introduced us to the most talked about man in golf. Tony Quja-pronounced 'Tony the Tailor'. He is the man responsible for dragging the golf fashion industry by its shirt-tails into the twenty first century. Gone is the plaid and tight fitting trousers of old...bespoke is in. Tony was a breath of fresh air and is an affable chappie who when saluted on the day

by Premiership footballers, leading golfers and heads of Industry gave a quiet thumbs up. Tony's bespoke service is easily accessible in London's docklands and his list of Irish clients is like a veritable who's who.

Q'aja Couture is combination of the prodigious talents of Tony Q'aja, AKA Tony the Tailor and Jamie Henfrey. Despite their youthful looks, between them they have accumulated almost fifty years of fashion, textile and tailoring experience, having started the long ascent to the top tailoring table in their late teens.

A commitment to quality fabric and flamboyant designs coupled with individuality has given Q'aja deserved prominence in the world of bespoke tailoring. The Q'aja name and reputation really grew with demand from a host of clients from within the professional football world. Tony started working with the London club players at Arsenal and then Spurs, Crystal Palace, QPR, West Ham and Chelsea. Through the subsequent press reaction, Q'aja's unique look and designs became recognized and sought after by the wider public.

From that initial group of London players Q'aja forged a growing client base that could easily be an international eleven — management included. Led by a choice between either Sir Alex Ferguson or Arsene Wenger the Q'aja All-Stars team sheet reads; Dudek, Ferdinand, Hypia, Edu, Veron, Tigana, Earle, Giggs, Campbell, Saha and Wright. Both footballers and television pundits alike are turning to Q'aja for advice on styling. In turn, they create a professional, stylish and individualistic image that has become synonymous with the Q'aja trademark — a tailored look that impresses equally in the club, boardroom or in front of the cameras.

In 2002 Q'aja was approached to measure and supply suits to Puma for Team ➤➤➤





WHO WOULD HAVE
EVER THOUGHT SAM
CLEANED UP SO WELL



“ NO ONE
 EPI TOMIZED THIS GOLF
 TRANSFORMATION
 MORE THAN PGA TOUR
 PROFESSIONAL DARREN
 CLARKE. WHEN HE
 BEGAN TO APPEAR ON
 THE GOLF COURSE CLAD
 IN STRIKING COLOURS
 PEOPLE INSTANTLY BEGAN
 TO TAKE NOTICE, THEY
 ALSO COMMENTED ON
 HOW HIS PHYSIQUE
 APPEARED CHANGED

England at the Commonwealth Games and two years later they were the preferred choice as the bespoke partner to Ben Sherman for the procurement of formalwear to Team Great Britain for the Athens Olympic Games 2004. The diverse Q’aja client portfolio now includes Opera singers, Pop and Movie stars as well as an ever growing stable of the world’s finest golfers. Golf has become a sporting niche where Q’aja has not only been warmly received, but also where he has succeeded in bringing colour, cut and contemporary fashion onto the most traditional of links.

No one epitomized this golf transformation more than PGA tour professional Darren Clarke. When he began to appear on the golf course clad in striking colours people instantly began to take notice, they also commented on how his physique appeared changed. Coming in an array of vibrant colours and choice of quality fabrics; cool wool or a cashmere/cotton blend the trousers are stylish and distinctive. But it’s the company’s reputation for providing golfers with trousers that move in all the right places and give the style conscious golfer that little extra yardage when they reach the 19th hole which have led them to fit Darren, Lee Westwood, Thomas Bjorn, Graeme McDowell, Sam Torrance, Richard Green and many more.

If you were assuming Q’aja to be a privilege of those adorned with either super heroic status or sporting genius then there

is good news. With feet firmly planted on terra firma, you will equally find designs for those mere mortals amongst us. Business executives, professionals and the lucid smart man around town have all benefited from the style and cosmopolitanism that Q’aja design brings, and the extra confidence that only a truly personalized look can provide. Tony and Jamie readily admit that these customers are the backbone to their longevity. This is a reflection on both their personalities — unassuming, approachable and personable with a shared penchant for taking made to measure tailoring, and their clients, to the next level. Tony can be contacted at Q’aja bespoke tailoring and is available for personal attendance to your home, office or golf club to discuss your personal tailoring and wardrobe requirements.

Visit their studio or enquire as to Tony’s new Members only Club. ●

CONTACT

Q’AJA LTD

Tel: 0044-207 4769901

web: jamie@qaja.co.uk

