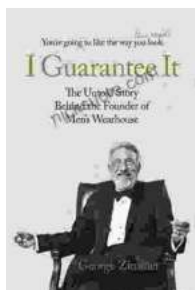


# The Untold Story Behind the Founder of Men's Wearhouse



George Zimmer, the founder of Men's Wearhouse, was a visionary entrepreneur who revolutionized the menswear industry. Zimmer's journey

from humble beginnings to retail success is an inspiring tale of hard work, determination, and a keen eye for business.



## I Guarantee It: The Untold Story behind the Founder of Men's Wearhouse by George Zimmer

★★★★☆ 4.8 out of 5

Language : English  
File size : 13906 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 186 pages  
Screen Reader : Supported



### Early Life and Career

Zimmer was born in New York City in 1947 to a working-class family. He attended the Fashion Institute of Technology in New York City and began his career in the retail industry as a buyer for a department store.

In 1973, Zimmer opened his first store in Houston, Texas, called Men's Wearhouse. The store initially struggled, but Zimmer persevered and expanded the concept to other locations.

### Innovation and Retail Success

Zimmer's innovative approach to menswear set Men's Wearhouse apart from its competitors. He recognized the need for affordable yet stylish suits and other formal wear for men.

Zimmer introduced the "made-to-measure" concept, where customers could choose from a wide selection of fabrics and styles to create a custom-tailored suit at an affordable price.

Another key factor in Men's Wearhouse's success was Zimmer's memorable advertising campaign featuring the slogan "I guarantee it. If you're not happy, I'm not happy." This catchy slogan and Zimmer's charismatic personality made Men's Wearhouse a household name.

## **Growth and Expansion**

Over the years, Men's Wearhouse grew rapidly, acquiring other menswear retailers such as Joseph A. Bank and Moores Clothing for Men. The company expanded its product line to include casual wear, shoes, and accessories.

Zimmer's leadership was instrumental in Men's Wearhouse's sustained growth. He created a strong company culture that emphasized customer service and employee satisfaction.

## **Departure from Men's Wearhouse**

In 2013, Zimmer was abruptly fired from Men's Wearhouse after a dispute with the company's board of directors. Zimmer's departure shocked the retail industry and raised questions about the future of Men's Wearhouse.

Despite his departure, Zimmer's legacy at Men's Wearhouse remains undeniable. He transformed the menswear industry, making affordable and stylish formal wear accessible to a wider audience.

## **Post-Men's Wearhouse Career**

After leaving Men's Wearhouse, Zimmer founded Generation Tux, a company that provides tuxedo rentals for weddings and other special events. Zimmer also became an advocate for employee rights and small businesses.

In 2018, Zimmer launched a new menswear company called ZZ Tailors. The company offers custom-tailored suits, shirts, and other garments for men.

## **Personal Life**

Zimmer was married to Alice Schieffelin, a former fashion model, for over 40 years. The couple had two children. Zimmer was known for his philanthropy, supporting numerous charitable organizations and causes.

## **Legacy and Impact**

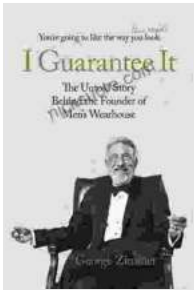
George Zimmer's impact on the menswear industry cannot be overstated. He revolutionized the way men shop for suits and other formal wear, making it more affordable and accessible. Zimmer's innovative ideas and charismatic personality helped Men's Wearhouse become one of the most successful retail chains in the United States.

Zimmer's legacy extends beyond his business achievements. He was a vocal advocate for employee rights and small businesses. Zimmer's principles and values continue to inspire entrepreneurs and business leaders today.

The story of George Zimmer, the founder of Men's Wearhouse, is a testament to the power of hard work, determination, and a keen eye for business. Zimmer's innovative ideas and customer-centric approach

transformed the menswear industry and left a lasting legacy in the retail world.

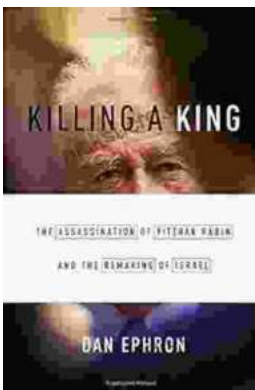
From his humble beginnings to his rise to retail success, Zimmer's journey is an inspiration to entrepreneurs and business leaders alike. His legacy will continue to inspire generations to come.



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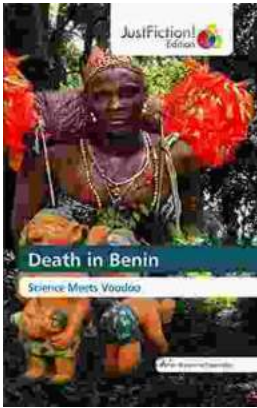
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