

TZATZ: Retailing that's made to measure

By *SUSAN COATES*

Tzatz is a women's clothing retailer located on Yonge Street at Eglinton whose watch word is "customer service". In business for over 15 years, the store is owned by the brother-sister team of Stephen and Susan Lokash. Recently, they have introduced two new services designed to make their customers' shopping experiences easier and more convenient — the Personal Shopping Event and The Home Closet Cleanout.

The store evolved from Susan's experience as a sales person at Bayview Village. At that time, she made her own clothes, they caught the eye of a retailer there and she began designing and selling garments for them. The clothes were so popular that she asked her brother to join her and in 1986 they opened their first store at Queen's Quay Terminal in 1986. In 1990, they moved to the Yonge and Eglinton area and in 1992, they opened their current location at 2512 Yonge Street. They still carry a private label collection.

Tzatz features a combination of suits and dressy casual garments which matches the changing needs of their customers. "Half of our customers are working women who are required to wear suits to the office" says Stephen Lokash.

"The other half don't need suits, but are looking for something more casual and contemporary." They carry such lines as Jax, Ellen Tracy, Dana Buchman and Jones New York. As a result of their desire to bring colour and novelty to Tzatz, the pair looks for lines they can carry exclusively on their seasonal buy-



Stephen Lokash, above, and his sister Susan have developed two new services to cater to the busy business woman — Home Closet Cleanout and The Personal Shopping Event.

Photo by SPIKE LOVE

ing trips to New York. These lines include Michael Simon and Tapp of New York, Moray from California and Rialto from Santa Barbara.

The Personal Shopping Event was introduced to help their customers save time. Customers are invited to make an appointment with one of Tzatz's fashion consultants. If they are a regular customer, their previous purchases, tastes and lifestyle information is recorded on the store computer.

If they are a new customer, that information is taken at the time of booking the appointment. When they arrive at the store, garments and coordinating accessories are selected and ready to be tried on.

"We offer this one-on-one service for our customers because we know how much they value their time and so do we," says Lokash. "We wanted to find a way to make things personal yet no-nonsense. We pay close attention to detail and our customer's satisfaction. It is the perfect service for those who need to shop but don't have the time to browse."

Customers frequently asked Susan and Stephen and their staff about trends and how to fit them into their existing wardrobe. And as a result the Home Closet Cleanout was developed.

"Styles are changing all the time," comment Lokash. "Our customers don't keep track. That's our job. We'll visit them at their home, review their wardrobe and help them up date it. It may be an alteration to a hemline, a new blouse or scarf. It helps to extend the fashion life of their garments."

Their customers obviously appreciate the service they receive from the owners and staff of Tzatz. They are loyal and come from far and near. While the majority are local area residents, many travel from as far away as Oakville, Barrie, Pickering and Oshawa. They even have a customer who orders from India.

Many complain that customer service no longer exists in our world of big box retailing. However, at Tzatz it is the principal that drives their business and leads to their success.