

Nathon Kong: From 3D Scan to Branding Journey

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Abstract

Nathon Kong is a high-end label specialized in custom men's suits and shirts, introducing a modern-day flair to the long standing art of traditional tailoring. The company was founded 2 years ago and made itself known thanks to its innovative truck concept; a mobile boutique servicing the corporate downtown core, fully equipped with a built-in 3D scanner. For practical use, the application of the 3D scanner seeks to improve manufacturing by reducing the risk of human error. By leveraging biometric scanning technologies, the company is able to retrieve high-precision measurements within minutes, helping their tailors construct completely personalized garments. The scanning tool soon became a staple for the Nathon Kong customer experience, answering the need for a more enjoyable shopping experience, and helped the brand define itself. Reviving an industry in desperate need of a fresh take, Nathon Kong's 3D scanner has become one of its most valuable marketing tool; able to communicate the brand's values for quality, innovation and expertise, all without compromising the timeless traditions of tailoring.

