

## **Short Biography of Roshan Melwani, styled for a speaking event**

STARTS>>>

We are delighted to invite you to an exclusive evening with Roshan Melwani, the dynamic third-generation leader of Hong Kong's legendary Sam's Tailor. Established in 1957 by his grandfather, Sam's Tailor has built an unparalleled global reputation for bespoke craftsmanship, outfitting an illustrious clientele that includes British royalty, American presidents, and a host of international celebrities. Roshan grew up immersed in this world of high-end tailoring, later earning a business degree from New York University before officially joining the family business to continue its esteemed legacy.

Inheriting a brand synonymous with quality and discretion, Roshan has boldly steered Sam's Tailor into the 21st century. He is widely known as the "TikTok Tailor," having ingeniously leveraged social media to connect with a new global audience, particularly during the challenging times of the pandemic. His innovative and often flamboyant online presence has garnered millions of followers and international media attention, showcasing the art of bespoke tailoring in a refreshingly contemporary light while significantly expanding the business's reach through a "TikTok mail-to-order operation".

Roshan Melwani represents a fascinating intersection of heritage and modernity, skillfully balancing the meticulous traditions of bespoke tailoring with a disruptive, digital-first approach to branding and customer engagement. His journey offers unique insights into the evolution of a luxury family business, the power of personal branding in the social media age, and the art of keeping a historic institution relevant and thriving for future generations. We believe his story of innovation, craftsmanship, and navigating the global spotlight will be a compelling and inspiring one for our members.

<<<ENDS

***We can offer more extensive Biographies, or ones styled for a specific purpose, on demand, contact [web@samstailor.com](mailto:web@samstailor.com)***