

PHIL ZAVALA

Co-Founder, Image Avenue Clothiers



To San Antonio fashionistas, Phil Zavala, president and co-founder of Image Avenue Clothiers, is the go-to-custom clothier. From custom-made suits to wedding gowns — and every garment in between — Zavala has built a stellar reputation among many prominent San Antonians, including NBA players, local television personalities and an impressive lineup of Fiesta royalty from parade-riding queens to celebrated Rey Feo Kings and the Consejos. (Current consejo member of class 2016)

Zavala and his wife, Rosy, opened their clothier business in 2009 at Wonderland of the Americas mall where with their expert staff, the team alters, reinvents or designs one-of-a-kind garments for every occasion — gala events, prom night, holidays and Quinceañeras.

As a kid, Zavala grew up in the City of Pharr, Texas where he often bought fabric with his savings and begged his parents to take him across the border so he could get tailors to create custom-made

shirts and trousers for him to wear to school. The bilingual businessman studied at Pan American University before becoming a fashion executive with Burlington Coat Factory and pursuing a 30-year career in the retail and clothing business having worked for premium specialty stores Joe Brand, Marshall Fields & Saks Fifth Ave. Knowledgeable about on-trend fashions from New York to Paris and the global luxury market, Zavala also is skilled in customer service, sales management, merchandising, buying, marketing and public relations.

He attends trade shows including the Las Vegas-based MAGIC (a men's and women's apparel industry gathering to learn about the coming biannual trends) and is skilled at fashion design, trend analysis and forecasting and tailoring as a custom specialist. Zavala also has event management experience having produced fashion shows and events in San Antonio and across the USA. That has led to word-of-mouth about his shop's services, including alterations, a bulk of the business.

With fashion's influence in movies, music, sports as well as celebrity and pop culture, Zavala says style also is front and center in San Antonio. But knowing how to develop one's style can be a challenge, a topic Zavala often discusses with clients in search of a look. His advice? "Discover your personal style," he says. "Why look like everyone else!"



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