

Local Merchant Applies Technology To Brick And Mortar

Clothing merchant from Detroit, MI goes from local to global after being in business for nearly 45 years.

Jan. 10, 2009 - [PRLog](#) -- For close to 45 years, Joe Porter's Men's Wear has been a staple for men's and boy's fashion in Detroit. Everyone from rappers to Rabbis have sought out the eclectic style that the name has been known for.

The store, located at 2645 Gratiot Ave., has been the cornerstone of the community since 1964, bringing men and women from all over the metropolitan area, to check out the latest in suits, as well as hats, two-piece sets and sweaters. "Even our tie sets are top of the line." says Marie Ann Portera, store manger. "We only carry 100% silk ties and they all have matching pocket squares."

"So now, it's time for the next level." states Joe Portera, owner of Joe Porter's Mens Wear. "Since we have been receiving calls from farther and farther away, the word must be getting out."

And that it is. So much so that they have teamed up with Jeffrey Nelson and the crew from Applied Technologies, LLC. a local IT company. "We are excited to be part of this transformation." says Nelson, "To watch as a long time 'brick and mortar' takes the plunge into the 21st century? That's awesome. And, since Joe is very clear on what he wants, we're gonna make it happen."

'No frills, just quality.' That seems to be the adage of the project. With customer service and satisfaction being the highest of priorities, Joe Porter's is determined to take it's place in cyberspace. "Our goal," says Wendi Miller, public relations rep up at A.T. "is to take the excellence of this community and put it in the world's view. From local to global, that's our mission."

With the demand for quality, with value, being at it's highest level ever, Detroit seems to be regaining it's stature, not just with cars, but also with clothes.

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An IT Consulting firm in the Metro-Detroit area that is known for high qualtiy production of graphics, websites, hard / soft copy material, including flies, brochure,etc and customer service.

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