



The Beauty of “Bespoke”

It is always interesting when trends coincide. Take the worlds of design and training, for instance.

In the pages of a recent *Elle Decoration*, a British magazine, one enchanting word appears over and over: *bespoke*. “Bespoke furniture.” “Bespoke tailoring.” “Bespoke shades.”

Bespoke is not a word often used in the United States, but it should be. *Bespoke* means custom. From tables to ties to training, custom represents the highest quality.

Ads in the magazine invite you to *Create your own furniture*. Imagine that—instead of walking into a showroom and selecting from the store’s offerings, you can tell a furniture designer what to make for the way you live.

Training should be the same. Rather than selecting products from a brochure or Web site, you can tell an instructional designer what to make for the way you work.

The same magazine touts *modular* furniture and *mix-and-match* pieces. Ideally, furniture should be flexible, serve multiple purposes, and coordinate well with what you already have. It’s exactly the same with training.

But unlike with design, bespoke training can be more affordable than its off-the-shelf equivalent. Now that is a thing of beauty.

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