

English Cut: Bringing bespoke tailoring into the general consciousness

 devblogs.microsoft.com/oldnewthing/20050930-10

September 30, 2005



Raymond Chen

Thomas Mahon's [English Cut](#) is a glimpse into the world of bespoke tailoring, a world I was completely unaware of prior to his web site. I was particularly fascinated by his description of [how to recognise the work of Anderson & Sheppard](#) by inspecting the pockets. It is this attention to detail that really makes the difference between good and great. I like to think that every now and then one of my own essays, say on [the fine details of scroll bars](#) or on supporting [double-clicked radio buttons](#), also helped someone raise the quality of their software from good to great.

Mr. Mahon's partner in crime is [Hugh Macleod](#) who points out that [the blog is the main driver of new business](#). Remember that the next time somebody tries to start a marketing blog. Mr. Mahon's web site shares his knowledge with us, teaching us about his craft, and does so in a conversationally engaging manner. [Even when he's selling himself](#), he does so while praising his competition.

[Raymond Chen](#)

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