

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

# OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



## FEATURING JOSÉ PEREZ

Master Haberdasher. Partner at Tom James.  
Visionary Entrepreneur.

*"Success is never without cost. It's about deciding what to do, counting the cost, and being willing to pay the price."*

AS FEATURED IN CHAPTER 18:

Crafting Success One Stitch at a Time with Master Haberdasher, José Perez

# CHAPTER 18: CRAFTING SUCCESS ONE STITCH AT A TIME WITH MASTER HABERDASHER, JOSÉ PEREZ

José Perez's story is about more than tailoring. It's about vision, integrity, and resilience.

*"In my thirty-seven years, challenges haven't gotten easier. They've just changed.  
But success? It still comes down to perseverance and service."*

From his early days at Tom James to generating over \$50 million in custom clothing revenue, José built a reputation rooted in detail, dignity, and dedication.

When the pandemic disrupted client habits and business norms, José pivoted fast, protecting service standards while evolving the model. His values, hard work, relationships, and ethics never wavered.

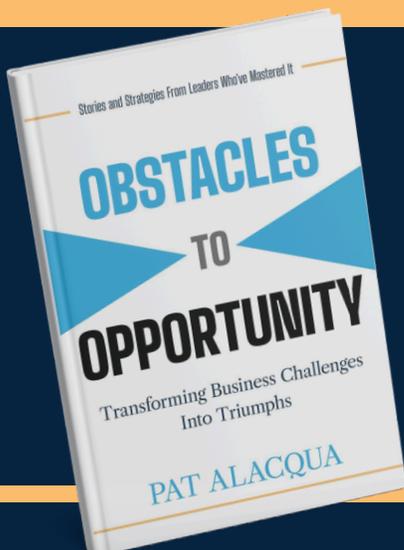
*"One client wasn't happy with a \$35,000 order. I refunded it, personally.  
It cost me thousands. But **the cost of my integrity would've been greater.**"*

**TRUE CRAFTSMANSHIP ISN'T JUST ABOUT THE PRODUCT.  
It's about how you treat people when things go right. And when they don't.**

## ABOUT JOSÉ PEREZ

José Perez is a master haberdasher and partner at the Tom James Company. With more than three decades of experience, José is known for his expertise, leadership, and service-first mindset. His custom clothing work has been featured by some of the top professionals across industries, and his story exemplifies how entrepreneurial grit and principled leadership can lead to enduring success.

**READ JOSÉ'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER  
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



## ABOUT THE BOOK

Obstacles to Opportunity is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.