



➤ The interiors of the store are simple yet attractive

BOMBAY SHIRT CLUB

Pooja Salvi visits the latest addition to a landscape of customisable clothing stores in Bandra and tells you what to expect from the **Bombay Shirt Company**

Massive glass doors welcome you into a neatly designed, unisex clothing studio. The first impression I got here was more of a designer studio for men than a customised clothing outlet — and that's a good thing! Placed (strategically) beside celebrated designer store Shantanu & Nikhil, Bombay Shirt Company has an inviting appeal that can be credited in part to a standout store board. Inside, the store sports simple wooden flooring, and thankfully, the walls are not overdone either. The interiors are easy on the eyes, simplistic but still appealing. Well-lit and with a dedicated tailor room, the only thing it lacks is a collection for women, but then that isn't what they're focusing on, which is apparent from the attention the men's apparel receives. True to first impressions, everything about the store moving forward gives off a strong, masculine vibe.

If you're planning to just walk in to pick up a few well-designed shirts though, you're going to be disappointed here. Nothing is available off the rack and everything on display is a sample. So, walk in, judge the design, fabric and colour and then, select what you like — customising everything from the design to the buttons on your shirt. You can put a look together by filling out an apparel form. And, if you're a little confused (which you're likely to be if you're not too design conscious), there's a designer on board at all times who will help you shortlist and customise your shirt.

Creating a look with Indian fabrics takes a little over



two weeks, but the Italian fabrics take over a month. The shirts in store are made from Indian fabric; Italian fabrics are available in the fabric catalogue and boy do they do feel heavenly! The fabrics are priced at decent rates with Italian options starting from ₹7,000 and going up to ₹29,600. On the other hand, the Indian options are more affordable, ranging from ₹1,940 to ₹2,850.

The store is a great place to visit if you're looking for designer clothes for corporate events or just formal wear for an important event. It's not so great for those looking for anything casual, but for style conscious businessmen, it gets a thumbs up from me.

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