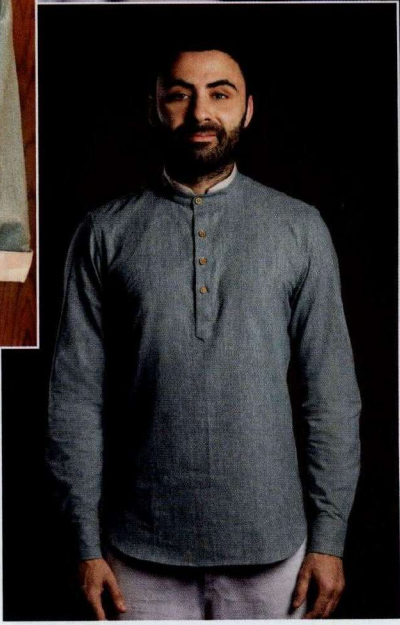


**THE DEETS**  
**Fabric:** Japanese Green Chambray  
**Collar:** Evil Pandit  
**Placket:** Kurta Placket  
**Buttons:** Wooden  
**Price:** AED595



That was when a close friend of theirs from Mumbai recommended a 'newly found gem', that gem was the Bombay Shirt Company. "The website was super helpful, allowing us to design our own shirts with tutorials on how to take measurements for a great fit. We quickly became big fans of the brand so I contacted the founder [Akshay Narvekar] and asked to open a store."

Shah tells us of the trends she has noticed from the customers so far. "Customers in the UAE are looking to explore and experiment. They value and appreciate fine fabrics and hence we see significant demand for our premium fabrics from Italian brands, Japanese cotton linen, premium materials." Some bespoke requests have been very lifestyle specific such as having one of the cuffs larger than other because they like to wear a big watch on that wrist or special pleats in the back because they use a lot of hand movement to express themselves and want a shirt that does not restrict. 📍  
 Bombay Shirt Company, Central Park Tower, DIFC, Dubai. Saturday to Thursday, 10am to 8pm. Prices range from AED195 to AED4,000. Tel: +971 4 240 0778. [bombayshirts.com](http://bombayshirts.com)

**THE ESQUIRE EDIT**

*"I decided to go for a Japanese linen fabric, timeless but perfect for the heat in Dubai. A casual style but versatile enough for both relaxed suiting, and weekends away teamed with shorts. A green shade that was on trend and works for my skin tone was my colour choice and I decided to go with the aptly named 'evil pundit' collar and kurta (mid-length) placket with wooden buttons for a subtle stylish twist, but not too statement. I also monogrammed my initials into the cuff. The experience was easy, fluid, quick, and the assortment of personalisation options was impressive. It was good to see the*

*range and quality of the fabrics, I can see a fan base starting pretty quickly for the service and I will certainly be back in, with a more complex design to really test them. Now they have all my sizes, I can try ordering via the website and make the whole process even more streamline."*

**DANIEL HIGGINS,**  
**FASHION EDITOR,**  
**ESQUIRE MIDDLE EAST**

PHOTOS: AJITH NARENDRA