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Draping Tomorrow: Bombay Shirt Company's Evolution in Threads

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Draping Tomorrow: Bombay Shirt Company's Evolution in Threads



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In the bustling world of fashion, where trends come and go, Bombay Shirt Company stands as a testament to personalized elegance. Akshay Narvekar, the CEO, and Founder, envisioned a brand that not only addressed a personal need but revolutionized the way we perceive custom clothing. ***"I moved back to India, and had to buy some shirts, but my arms were too long to fit into ready-made clothes,"*** Akshay shares, revealing the initial spark. The desire to design his own shirts led to the birth of Bombay Shirt Company. This was not just about functional clothing; it was about creating a sartorial experience that resonated with individuality.

He further adds, "It wasn't merely about functional clothing that fit; I had a genuine desire to design my own shirts, and I found joy in the entire procedure."

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Bombay Shirt Company is not just a brand; it's a philosophy rooted in a few key principles. The essence lies in being a custom-made brand, tailoring each piece exclusively for the individual, celebrating the uniqueness of everybody. The brand advocates for conscious consumerism, vehemently minimizing waste by crafting orders when customers make a purchase. The fabrics used are meticulously sourced from renowned textile mills, ensuring quality and durability. What sets them apart is the commitment to personalized service, fostering deep relationships with customers in an otherwise faceless industry.

Narvekar emphasizes, "We are a custom-made brand, meaning each piece of clothing is tailored exclusively for you, ensuring a unique and perfect fit."



Geographic Expansion

Established in 2012, Bombay Shirt Company pioneered India's first online custom-made shirt brand. While a digital presence proved successful, Akshay Narvekar believed in the significance of physical stores, especially in India. The brand's expansion unfolded with the opening of the first store in Kalaghoda within the second year. Presently, with 18 stores across major cities in India, including Mumbai, Delhi NCR, Bengaluru, and more, Bombay Shirt Company is ensuring accessibility. **"Our hope is that you'll never be too far from a BSC store,"** states Akshay.

The recent launch of the mobile app further empowers customers to design their garments anytime, anywhere.

Options Galore

For 11 years, Bombay Shirt Company has been synonymous with custom-made shirts. Responding to customer demand, the brand expanded its portfolio in late 2020, introducing bottom wear – jeans, chinos, dress pants, stretch pants, and t-shirts. The latest addition, eagerly awaited by patrons, is the introduction of jackets. What sets Bombay Shirt Company apart is not just the variety but the promise of a complete look tailored to individual sizes under one roof, coupled with the assurance of lasting quality.

Technology has been a cornerstone of Bombay Shirt Company's success story. The brand seamlessly translated the in-store experience to an online platform with the unique sizing model, FitSmart. Customers can answer a set of questions to create their unique size profile, ensuring a

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hassle-free shopping experience. Beyond the customer interface, technology infiltrates the supply chain, automating processes for efficient production. The result is a brand that embraces craftsmanship and leverages technology to enhance the customer journey.

The Silent Financial Symphony.

The initial funding journey of Bombay Shirt Company remains shrouded in mystery, with Akshay Narvekar offering a discreet "No comment." The financial structure, evolving, reflects a strategic approach, allowing the brand to maintain its commitment to quality and customer-centric values.

Staying relevant in the ever-evolving fashion landscape requires an acute understanding of market trends and consumer preferences. Akshay Narvekar reveals his unconventional approach, drawing inspiration from podcasts, social media, and avid reading. Beyond the digital realm, Bombay Shirt Company remains grounded in customer interactions, constantly seeking feedback, and conducting product fittings to understand and adapt to the needs of their patrons.

"We're always asking for feedback, doing new product fittings with them, and spending time in our stores to understand their needs better," says Akshay.



Weaving a Sustainable Tapestry.

Sustainability and ethical practices are not mere buzzwords for Bombay Shirt Company; they are ingrained in the brand's DNA. Operating as a conscious brand, the made-to-order model significantly reduces excess garments and waste. Limited quantities of quality fabric, eco-friendly packaging, and a profound respect for the people and resources behind each garment underscore the brand's commitment to sustainable and ethical practices.

Akshay asserts, "We're a conscious brand. All our clothes are made-to-order. Our packaging and raw materials are also eco-friendly."

Charting the Future Course

As Bombay Shirt Company looks ahead, the focus sharpens on distribution and expanding product categories. Experimentation with different store formats, from larger stores showcasing all categories to gallery stores in niche ne

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customers in every possible way. The journey doesn't stop with shirts and bottom wear; the brand is set to launch jackets, embodying the vision of a one-stop solution for personalized, high-quality clothing.

"Our goal is to reach our customers in every way possible and make it easier for them to access us," adds Akshay Narvekar

In a world driven by mass production and fleeting trends, Bombay Shirt Company stands tall, redefining the narrative of fashion. The brand's journey, from a personal need for well-fitted shirts to a pan-India phenomenon, encapsulates the spirit of customization, quality, and sustainability. As they venture into new categories and continue to innovate, Bombay Shirt Company exemplifies not just a brand but a philosophy—a commitment to crafting a wardrobe that transcends time and trends.

In a symphony where threads intertwine to create a masterpiece, Bombay Shirt Company is not just stitching fabrics; it's weaving stories, fostering relationships, and tailoring a tomorrow where every garment is a testament to individuality and craftsmanship. The journey continues, with each stitch a step forward, as Bombay Shirt Company remains dedicated to shaping the future of bespoke fashion, one tailored piece at a time.

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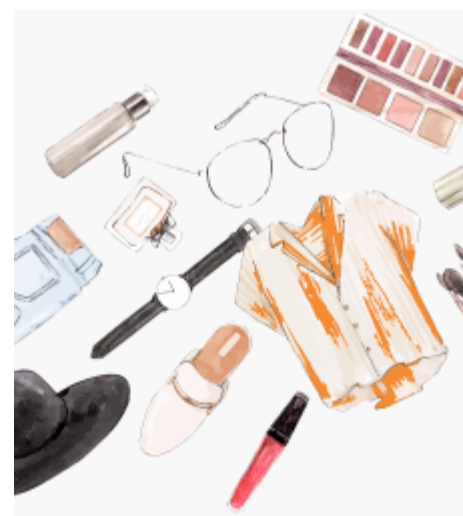
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