

launch

Shirting the issue

Bespoke tailoring
moves to a trendy
new level



YOUR shirt can now be an exact size 40.27, in your favourite cerulean blue with a quirky collar, cuffs and even pockets in odd places, thanks to the Bombay Shirt Company (BSC). Based in Mumbai, BSC promises quality tailoring with a large selection in contemporary styles. "Alex (one of the co-founders who prefers not to divulge his last name) and I used to design our shirts, source our fabrics and get them tailored because we believed that the detailing really sets a shirt apart," says Akshay Narvekar, a founding partner. They received so much attention for their own creations, that they decided to professionally customise shirts for men and women. A web measurement

video helps with the tricky business of self-measurement and will soon be further simplified by a live customisation app that lets you choose from an assortment of fabric, cuffs, collars, buttons, fusings, linings and plackets.

Yours personally

Materials are carefully sourced from three specific mills in India and Europe while the trims and interlinings are made in Germany. "We try to stay trend-driven, offering the latest in collars or cuffs. We also pre-design shirts according to our taste, but the rest is left to the customer entirely. We want it to carry your personal stamp," Narvekar explains, emphasising their motto is 'wear your piece of art'. And to add a more definitive personal touch, BSC even offers monogramming. If you're in Mumbai, you could visit the BSC

Traveling Pop Up at key spots in the city that lets you try out samples, feel the fabric, get measured and personalise your shirt instantly. We also love their 'copy a shirt' service that allows you to replicate your favourites to the T!

Something new

Adding another novel feature, the brand has recently introduced the 'Traveling Tailor' facility that allows one to experience the store without actually going there. The Traveling Tailors come to your doorstep with fabric swatches, measure you while you decide on your style and customise the shirt to suit your personality.

Details: bombayshirts.com

—Aakanksha Devi