



## The Bombay Shirt Company: Sleeve Jobs

Tuesday, 14 August 2012 00:55



Boys, how do you get measured for a shirt? Put on a French song by The Plastiscines. Get a measuring tape and give it to your significant other. If you don't have one, get "a friend, or um, your mother".

So goes the [instructional measurement video](#) on The [Bombay Shirt Company](#) website, a fun feature that immediately sets this bespoke shirt builder apart from other e-commerce platforms for men in India. Add to that slick web design and a co-founder who used to be the business head at [Obataimu](#), and you've got yourself a thread ceremony that promises to be pretty sacred.

### Earn Your Stripes

Launched by founders Akshay and Alex who, if you work backwards from their business idea you'll predict, have always found it hard to like a shirt in Bombay. They probably met a few that were cool, but not worth taking home. To put a shirt on their backs, the business school graduates found themselves doing the rounds of congested cloth markets and crafty tailors, but decided to spare you the horror by building The Bombay Shirt Company. Here, you can find material and a bespoke tailoring service in the same place, at reasonable prices (between Rs 1,700 and Rs 1,900). Through his vast network of vendors, they source limited number of fabric bales, which are replaced by different prints once the stock is over. Get plaid!

### Blank Checks

The way it works is simple: The Bombay Shirt Company has about 26 fabrics samples that go from checks and stripes to solid colours and prints. And each comes with a fun description. See for instance Big Blue Polka: "Some of the world's baddest boys have had no fear of the dot. And they don't come badder than Al Capone, who could frequently be caught in polka dots". Of all the prints, bpb loves the fish scale and the bright red seersucker.

Once you've picked your fabric, you enter your measurements – see video for instructions – which get saved in their system to support future shopping impulses. In step three, you can customise your collar, cuffs, pockets, buttons, placket and pleats. Complete this procedure and your polka shirt should be ringing your door bell in a week's time. If it doesn't fit, they won't do a refund, but they will alter it, provided you'd entered the right measurements and if your return the shirt within a week.

And we almost forgot to mention: At The Bombay Shirt Company, you can even choose to get your shirt monogrammed. Although, we never really pegged you to be one of those guys with a monogrammed shirt, sipping tea and making plans for a polo match after.

Is it the *bandh gala* or did it just get too stuffy in here?

**Getting there:** Visit <http://www.bombayshirts.com>, for orders email [orders@bombayshirts.com](mailto:orders@bombayshirts.com), buy online or cash on delivery option, start at Rs 1,700.

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