

You can now customise your shirt in a simulator

The Bombay Shirt Company has always been about custom everything, and now they've brought their dizzying array of detailing to the digital age

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Usually, when you picture a simulator, it's more likely an air force pilot in training than a haberdashery. But at the Bombay Shirt Company, the signature attention to detail has gone digital.

Since opening in 2012, the [Bombay Shirt Company](#) has separated itself from the proverbial high street by offering garments fully customizable to the customer's taste, from collar style to the colour of button stitching. They've always been up to doing house calls too, but with their shiny new gadget, both the indecisive and the lazy may find themselves more willing to make the trip to either one of their Kala Ghoda or Bandra outlets.

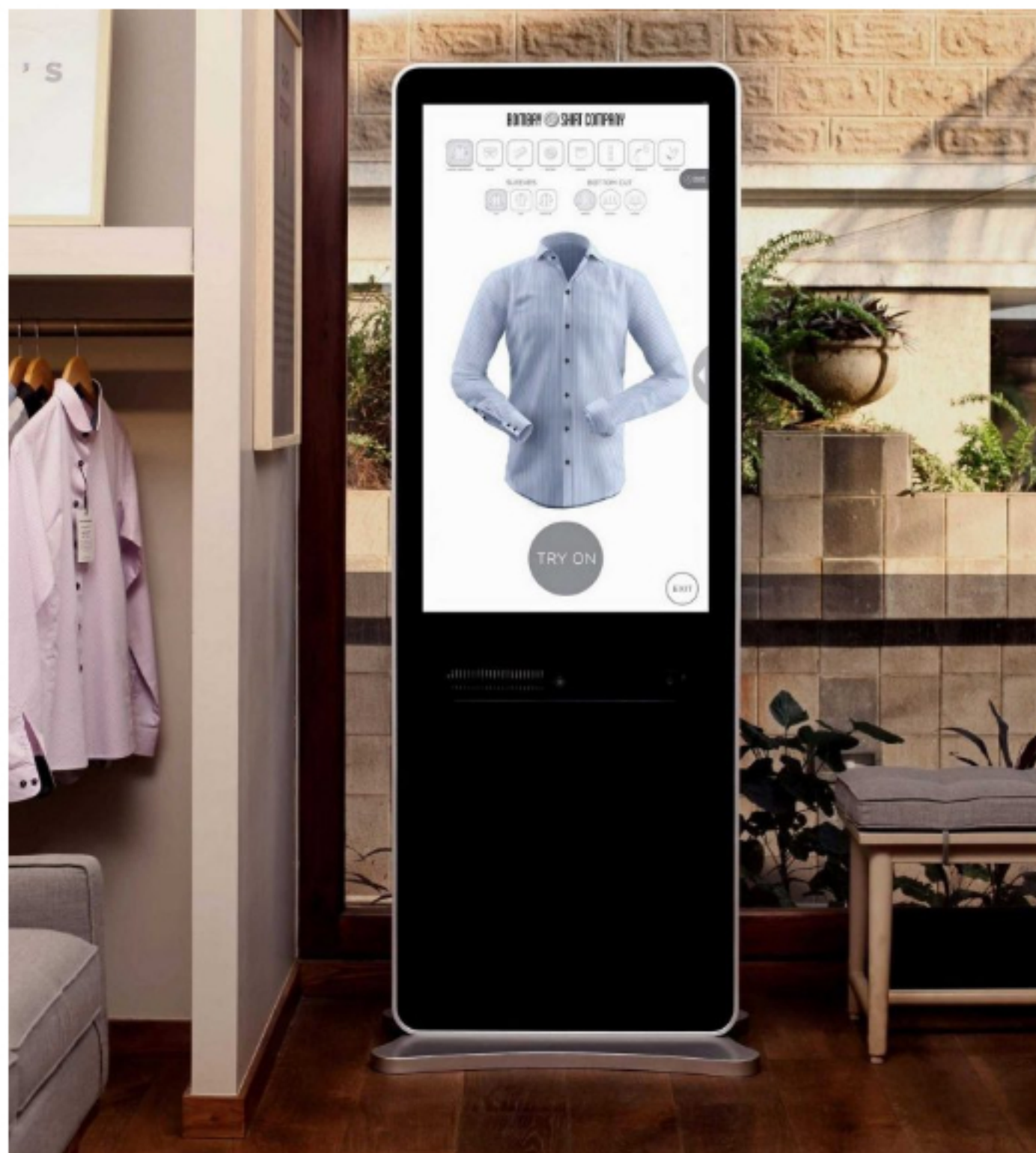
The shirt simulator stands a bit over 6 feet, and on the touch-screen the size of a couple thousand iPhones, you will be walked through so many custom options that founder Akshay Naverkar says, for example, "we had to stop the fabric selections at a few hundred."

After you've chosen your base colour, you'll thumb through your collar options, everything from the hipster to the concealed polo and the spread-eagle to the *Madmen*. From there you can choose your single, double or buttoned pockets, epaulettes, piping, and style of cuff.

The last step of the simulator is to save your creation, and sensors fit the image to your body, so you have some idea of how you'll look in the finished product, and soon you'll be able to share with your friends – if any of them want to approve, disapprove or just laugh – straight from the simulator.

"The technology still isn't accurate enough to actually take your measurements at this stage," explains Akshay, but that's what that friendly gentleman who'll now likely be looking over your shoulder is for. It's back to analog for a quick tailor measuring, and your masterpiece will be mailed out to you within two weeks.

And now that they've got your measurements, you're free to call in orders from wherever you want. But you know as well as they do, standing in front of a gigantic screen and performing a nice bit of digital tailoring is just way more fun.



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