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## Bombay Shirt Company's spanking new store

The online customised shirt label now has a Mumbai address



Shivangi Lolayekar

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When the Bombay Shirt Company launched online in 2012, it had a simple game plan: Allow men the option of micro-managing their added to the brand's creative license.

Now with its first flagship store opening in Mumbai's increasingly in-demand Kala Ghoda neighbourhood, the label allows picky customers to get a touch and feel of that Egyptian cotton before getting down to shirt shopping.

Our pick? The Psy-Mon with a classic Oswald Boateng collar – perfect for casual Friday and post work drinks.

*At No 3, Sassoon Building, Kala Ghoda, Mumbai.*

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