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Bespoke for the people

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A new (online) bespoke shirt tailoring service is now open for business



The Bombay Shirt Company, a new (online) bespoke shirt tailoring service, is now open for business

We've been hanging out with all sorts of people of late, all to aid our quest to bring you stories that deserve to be in India's most admired men's magazine (and website). To that end, we were chatting with a certain distinguished gentleman the other day about yachts (he insisted we call them boats), when an off-the-cuff remark he made got us thinking.

'If it isn't made for you' he insisted, 'it isn't a luxury product'. Later that day, we began mentally listing all the made-for-us products in our closet: suits (of course), a few pocket squares (to go with said suits), a custom t-shirt that says 'stud of the year 2008' (don't ask) and a few shirts. These shirts, which we'd had made by a local tailor, were probably the one item we wore the most often and derived the greatest satisfaction from. That's because they fit.

That's where the [Bombay Shirt Company](#) (BSC) comes in. Launched this week, the service allows men all over India to order bespoke, custom shirts that the gentlemen behind the service, Akshay and Alex (the former was also involved with cult Mumbai design studio/store Obataimu), assure us feature 'uncompromising' quality.

The BSC features about 25 fabrics, both casual and work wear, and several options for customisation using buttons, contrast options and the like. Interestingly, the options for customisation have been curated: the service implements an algorithm as a result of which once a certain type of fabric has been selected, only suitable options for customisation are available to be picked.

Akshay and Alex claim that all production is controlled in-house, with strict quality controls and attention to detail. Ordering is relatively simple: you login to the slick and UI-friendly site, pick your fabric and customisation options and then submit your measurements. If you're not sure how, there's a charming little video that gives you all the info you need.

The next step is to pay up (credit cards/cash on delivery), and your order should arrive within a week, 'regardless of where you are in the world', in packaging that the founders say they've 'received a lot of positive reviews for'. What happens if the shirt doesn't fit right? As it's a bespoke service, they 'don't do refunds'. But they'll 'work with you and make alterations until you're completely satisfied with your shirt'.

And how much will all this cost? You'd be pleased to note, as were we, that the entire range, including customisation, tax and shipping, is priced in the Rs 1700 – Rs 1900 bracket. The only extra charge: a flat Rs 75 fee if you choose to pay using cash on delivery.

While this service sounds rather promising, endorsing it without giving it a thorough once-over would be a disservice to our readers. Which is precisely why a few BSC shirts are currently on their way to the GQ India offices, where we'll solicit the expert opinion of our stylists, fashion editors and other fashion-forward staff about whether they make the grade. Watch this space for more.

The gallery above features a selection of the shirts on offer

[The Bombay Shirt Company](#); shirts range from Rs 1700 – Rs 1900 all-inclusive; worldwide shipping available.

Packaging photographed by Suleiman Merchant; office interiors shot by Kaamna Patel See also: [Making the most of made-to-measure B](<http://www.gqindia.com/content/make-most-made-measure>)[atman: From Spandex to bespoke Armani](<http://www.gqindia.com/content/batman-spandex-bespoke-armani>) [Paul Smith opens Mumbai store] (<http://www.gqindia.com/content/paul-smith-launches-mumbai>)