



There's nothing quite as sexy as a man in perfect shirt collars. But the quest for the right shirt can be daunting. Two brand new online stores promise to put an end to that. And to help you navigate your way, we enlisted actor Neil Bhoopalam and celebrity chef and owner of Busaba, Nikhil Chib to review The Stiff Collar and Bombay Shirt Company respectively.

## BOMBAY SHIRT COMPANY

**WHAT:** Akshay Narvekar, founder of Bombay Shirt Company has a passion for bespoke tailoring and takes it

forward through his website.

**THE LOW-DOWN:** "It's like a buffet table with plenty of choices, maybe even too many at times. The best part is that they offer you customisation options you might not have even considered," says Nikhil.

**BROWNIE POINTS:** "From collars to cuffs, and buttons to the back pleats, even fabrics and prints; these guys have really done their homework. Almost like putting together a dish, you pick and choose your ingredients and the website design makes it smooth and

effortless. The key is in their attention to detail. For example, I was mighty impressed with their packaging," he reports.

[www.bombayshirts.com](http://www.bombayshirts.com)



DANIEL FRANKLIN

### THE REPORT CARD

Web Design & User-friendliness	★★★★★
Choice	★★★
Value for Money	★★★★★
Customer Care	★★★★★
Packaging	★★★★★

N°8  
TREND METER

## MALE ORDER

With BESPOKE MENSWEAR now available on the Internet at REASONABLE PRICES, things just got interesting. We get two dapper men to test the waters for you



### THE STIFF COLLAR

**WHAT:** Founded by friends Abhishek Lulla, F Ganesh and Kabir Hingorani, the website claims to offer "somewhat snobbish English shirts" for men.

**THE LOW-DOWN:** "I was pretty impressed from the word go. The user interface is relaxed, and the tone, friendly, without trying too hard. It's personal and I like that they don't take themselves too seriously," says Neil.

**BROWNIE POINTS:** Whether you're a 'tall fit' or a 'paunch fit', there's something for everyone. Neil says, "I'd have loved to see more slim fits, but the excellent fabric quality, classic tailoring and the store's offer to put my initials on the shirt, was pretty cool. The paunch fit is amusing, but with their flair for satire, you'd almost feel proud of your beer belly. They've managed to strike the perfect balance between classic and trendy."

[www.thestiffcollar.com](http://www.thestiffcollar.com)

Web Design & User-friendliness	★★★★★
Choice	★★★★★
Value for Money	★★★★★
Customer Care	★★★★★
Packaging	★★★★★

