



# MADE TO ORDER

Five new labels tell us why customisation is the way forward this party season

**Bhairavi Dhaveri**  
[htcale@hindustantimes.com](http://htcale@hindustantimes.com)

Even the party scene is competitive these days. Nobody wants to wear something everybody else has, so they are ready to pay

a premium for owning an outfit or accessory made especially for them.

The trend of bespoke fashion comes when people are already spending generously on how they look. But new bespoke labels in the city are dispelling myths associated with words like 'customised'

and 'bespoke' — such as 'expensive' and 'out of reach'. They are making it more accessible by pricing competitively and giving their labels a relaxed, youthful touch.

As the party season heats up, here are five new bespoke labels you can turn to for that absolutely perfect look.

## BESPOKE MENSWEAR BY SS HOMME

**BY:** Sarah Sheikh, 24, and Sandeep Gonsalves, 26  
**WHAT THEY DO:** SS Homme customises shirts, tuxedos, waistcoats, bow ties and ties, sherwanis and Nehru jackets. Sarah, a graduate from London School of Fashion, has a fashion ethic that is subtle, focusing on clean detailing, fit, fabric and finishing. "I don't do bling, embroidery or stonework for Indian wear," she says. "My look is classic, with subtle details such as piping, pocket and collar styles, velvet borders or pleating techniques."  
**HOW IT WORKS:** After booking an appointment with the duo, you drop in at their Klar-studio to check out their sample rack. Pick a fabric using fabric books sourced from brands like Scabal, Loro Piana and J. Hampstead, and be measured from head to toe. Sarah will advise on the silhouette and start detailing the garment based on your personality, body frame and the occasion. An artwork is created on Photoshop, using a scanned version of the chosen fabric to help you visualise the outfit. It takes around 10 working days for the garment to be ready, and includes two trial fittings.  
**PRICE RANGE:** Shirts start at ₹1,500; full suits start at ₹18,000; sherwanis start at ₹28,000  
**GET IN TOUCH:** [www.sshomme.in](http://www.sshomme.in)

## BESPOKE PARTY GOWNS AND DRESSES BY KAZAMIIR

**BY:** Haasya Chandna, 26  
**WHAT SHE DOES:** Long dresses and gowns are a must-have wardrobe item for this party season. Inspired by designers Alexander McQueen and Elie Saab, Haasya's label, Kazamiir, specialises in evening gowns and cocktail dresses. With a clientele based in London, Kuwait, Dubai, USA and India, she is abreast with all the latest trends and styles in India and abroad. A graduate of London School of Fashion, Haasya started retailing at multi-designer stores such as Aza, five years ago. Earlier this year, she started customising for individual clients from her studio in Bandra. "An evening gown is hard to buy off the rack; it's an item that can look stunning if only customised to your body type and taste," she says.  
**HOW IT WORKS:** Once you fix an appointment with Haasya, the initial discussion is on the budget. Next, she will show a few pieces made for other clients, for you to get an idea of her work. But no piece is made twice in Haasya's studio as she believes in originality for every client.  
**PRICE RANGE:** ₹15,000 to ₹55,000 for evening gowns; ₹9,000 to ₹16,000 for short dresses  
**GET IN TOUCH:** [www.kazamiir.com](http://www.kazamiir.com)

## CUSTOMISE YOUR SHIRT ONLINE WITH WWW.BOMBAYSHIRTS.COM

**BY:** Akshay Narvekar, 30, of Bombay Shirt Company  
**WHAT THEY DO:** You turn designer here. Through simple options on their website, you pick details such as type of collar, button, fabric and cuffs for your shirt. To make sure the fit is perfect, you can either pick from the ready-made sizes or tweak their measurements. You can also send in a well-fitting shirt of yours to replicate the measurements.  
**HOW IT WORKS:** A cool video teaches you how to measure accurately. Illustrations and descriptions for each fabric



The Bombay Shirt Company website

type, cuff or collar type, help you make the right choice. Fabrics and styles are also divided into 9 am and 3 pm to make it easier to pick for work or after-work. There are also a sizeable number of pre-loaded designs. You check out, pay with your credit card or cash on deliv-

ery. The shirt reaches you in a week. Alterations can be made after the purchase.  
**PRICE RANGE:** ₹1,000-1,500  
**WHAT'S NEXT:** A webcam app on the website that will take your measurements directly in two steps, and a range of women's shirts, trousers, jackets and accessories.

