

## WHERE TO GET SUITED UP

To the undiscerning, bespoke and made-to-measure are one and the same.

But sartorially speaking, the two are as different as the tulip-shaped bubble skirts of Balenciaga and Yves Saint Laurent: They may look the same, but the devil is, of course, in the details.

Bespoke means made-to-order: You get to customise your suit from scratch and every detail is tailored to your needs and wants. Made-to-measure means you pick a style from a range of templates and have a say usually only in the choice of colour or fabric.

Urban tells you which brands here offer made-to-measure services and where to go if you want a truly bespoke suit.

### Zegna Su Misura (Made To Measure)

Ermenegildo Zegna, the Italian brand synonymous with high quality Italian-made suits, launched this service in the 1970s.

**What:** Choose from more than 450 fabrics, colours and patterns (all produced by Zegna's own wool mill). Opt for single-breasted or double-breasted style and have your say on the shape and material of buttons and cuffs on trousers. All finishing touches are done by hand, down to the sewing of the label inside that bears the customer's name

All measurements and preferences are sent to Milan for production, which takes four weeks.

**Price:** \$3,500 to \$25,000 and beyond.

**What's hot:** Micronsphere, a new stain-proof fabric that is soft and comfortable.

**Where:** 01-34 Paragon, Tel: 6735-8147

### Dunhill Custom

The English brand modelled after the classic Savile Row style launched its made-to-measure service in 2003.

**What:** Choices include more than 250 suit fabrics from Italy and Britain, 16 suit silhouettes, three trouser styles and a fully- or half-lined jacket.

Orders are sent to Italy and attended to by the same tailors who produce the brand's ready-to-wear collection. Production takes two months.

**Price:** From \$3,180.

**What's hot:** A one-button, single-breasted jacket with peaked lapels cut slim and paired with flat-front trousers in a new lemon-yellow pinstripe on grey flannel.

**Where:** 01-42 Paragon, Tel: 6734-8126

### Massimo Dutti Personal Tailoring

Spanish brand Massimo Dutti started out as a menswear label in 1985. It now sells apparel for men and women and its personal tailoring service was launched in 2004.

**What:** Choose from 91 fabrics, cuts and colours and materials like cotton, wool and cashmere. Details like linings, buttons, feltings, threads and monogrammed initials can also be personalised.

Massimo Dutti's in-house tailors in Spain will have your orders ready in four to six weeks.

**Price:** Between \$1,145 and \$1,310.

**What's hot:** Brown, pin-striped wool suits paired with poplin shirts in shades of light blue and violet, as well as classic cotton suits in navy blue and charcoal grey.

**Where:** 01-02 Liat Towers, Tel: 6235-8485

### Raffles Tailor

Singapore-born, London-trained Mac Ho, 47, has been churning out bespoke suits for Singapore's top corporate guns since 1978.

**What:** You can customise everything. Choose from almost 1,000 materials, including some from upscale brands like Cerruti, Ermenegildo Zegna, Loro Piana and Scabal.

All bespoke suits are designed and cut by Ho and take five to six weeks to complete.

**Price:** \$1,600 to \$30,000 and beyond.

**What's hot:** That depends on what in-house image consultant Eliza Yap thinks. She will advise you on the colours, fabrics and designs that best suit your skin tone and body structure.

**Where:** 02-18 Delfi Orchard, Tel: 6733-1336



Look spiffy in a Dunhill custom-made pinstripe grey flannel suit.