

Tailoring a Vision: Akshay Narvekar's Rise With Bombay Shirt Company

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In 2012, **Akshay Narvekar** — a Mumbai-based entrepreneur with years of corporate experience in fashion and private equity — launched **Bombay Shirt Company (BSC)** with a simple but powerful idea: make custom-fit, well-designed shirts accessible to modern Indian consumers. Narvekar's own frustration with the cumbersome process of buying fabrics and getting shirts tailored inspired the creation of a brand that marries traditional tailoring with smart digital technology.

Building the First Custom Made-to-Measure Brand in India

Under Narvekar's leadership, Bombay Shirt Company pioneered India's **online made-to-measure menswear segment**, allowing customers to design shirts from scratch using digital tools or in-person fittings. By blending personalisation, quality fabric selection, and convenient ordering — online and offline — BSC carved out a unique space in Indian fashion retail.

The brand quickly expanded from an e-commerce venture into a true omnichannel player. Its personalized in-store shopping experience, where stylists and master tailors help customers customise every detail from fabric to cuffs, became a key differentiator.

Funding, Expansion and Strategic Growth

Early support from angel investors such as the **Patni brothers** helped BSC scale beyond its digital roots, enabling retail expansion in major Indian metros. This backing, combined with a vision for quality and design, reinforced the company's foundation for growth.

Under Narvekar's stewardship, BSC's footprint expanded rapidly. It now operates dozens of stores across India, including flagship boutiques in cities like Mumbai, Delhi NCR, Kolkata, Chennai, and more, making personalised menswear widely available.

Going Global: Dubai and New York

Narvekar's ambitions weren't confined to India. BSC made its first international foray with a store in **Dubai's Central Park Towers** — a strategic move that laid the groundwork for global recognition.

Soon after, BSC opened a **flagship store in New York's SoHo**, positioning the brand among international bespoke tailoring specialists and asserting its presence in one of the world's leading fashion capitals.

Innovation, Experience and Lifestyle Evolution

Beyond shirts, BSC has extended its product portfolio to include ready-to-wear items like tailored blazers, chinos, jeans and performance pants — all aligned with Narvekar's vision of a connected wardrobe for the style-conscious man.

In 2025, the company further reimagined its retail experience with lifestyle-centric flagship spaces such as “**The Den**” in Bandra — designed to be more than a store, but a true sanctuary of craftsmanship, comfort and community.

A Legacy of Craft and Confidence

Today, Bombay Shirt Company stands as a testament to Narvekar's entrepreneurial insight: combining **traditional tailoring, personalisation, and modern design** to redefine menswear in India and beyond. His journey — from corporate fashion strategist to founder of a global menswear brand — highlights how solving a real consumer problem with creativity and persistence can lead to wide-ranging success.

Under his leadership, BSC continues to grow, innovate and inspire — helping countless men express confidence through clothing that truly fits them.

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