

Guide to a Perfect Shirt Fit

We value quality and perfection. We know that every man is different. Your size, posture, figure, and the shape of your body all change the way a shirt fits. This is why we have prepared a comprehensive guide to help you take the perfect measurements for your bespoke shirt.

The following sections provide instructions on how you can create your own perfect bespoke shirt. These four (4) measurement methods are completely different from each other but should yield the same result. The steps within each of these methods are not to be interchanged:

- **SHIRT MEASUREMENT METHOD. [Measure your best fitting shirt. "RECOMMENDED"](#)**
 - Measure the shirt the fits you well and enter the shirt measurements through the control panel.
- **BODY MEASUREMENT METHOD. [Measure your body.](#)**
 - Ask someone to take your own measurements then create your body measurements profile online. Many customers get this wrong the first time, so if you do not have experience doing this, please use "Shirt Measurements Method".
- **[Select from our standard-sized shirts.](#)**
 - Refer to our measurement table to select standard-sized shirt.
- **[Send us your best fitting shirt.](#)**

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Measure your best fitting shirt

Please note that the shirt should be laid flat on a table or smooth surface for proper measurement.



1. COLLAR

The collar measurement should be taken from the outer edge of the button hole to the center of the collar button when the collar is spread flat.



2. CHEST

Button the shirt and lay it flat. Then measure from left seam to right seam just below the armpit.



3. WAIST

With the shirt laid flat, measure from left seam to right seam at the waistline.



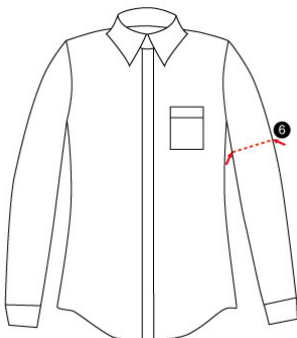
4. HIP

With the shirt laid flat, measure from left seam to right seam at the base of the shirt.



5. SLEEVE LENGTH

Lay a sleeve flat and measure along the outside edge (opposite to the sleeve seam) from the top of the shoulder (starting at the seam) to the end of the cuff.



6. BICEP

With the shirt laid flat, measure the width of your sleeve at the upper arm.



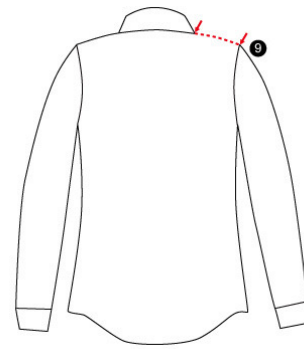
7. CUFFS

Spread the cuff on flat surface. Place the measuring tape on the outer edge of the buttonhole and measure across to center of the button.



8. YOKE

Measure the distance between the sleeves, from one edge of the shoulder to the other, across the back.



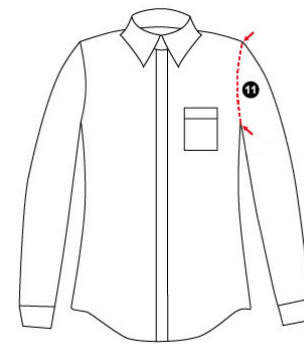
9. SHOULDER

Measure the distance between sleeve and collar along the shoulder seam.



10. SHIRT LENGTH

Measure from the top of the shoulder at a point near the neck, along the front of your body, to a point where you want the shirt to end.



11. ARMHOLE

Place the shirt on a large flat surface so the front of the shirt is facing you. Place the measuring tape at the top of the armhole seam and follow it along its edge to the point where the armhole meets the sleeve seam. (Note: this is a curved measurement, so please measure carefully.)

Choose your preferred fit:

This section is for reference purposes only. We take your measurement as is. We do not add extra measures when you take measurements from your best fitting shirt.



Slim Fit



Normal Fit



Loose Fit

Choose your Back posture:



Bent



Average



Straight

Select Shoulder and Neck Type:



Normal Shoulder & Neck



Sloping Shoulder Long Neck



Square Shoulder Short Neck

Select your Mid-section:



Flat Stomach



Slight Stomach



Medium Stomach



Large Stomach



Hefty Stomach

Select your Upper Body type:



Slim



Well-built



Athletic



Regular



Hefty

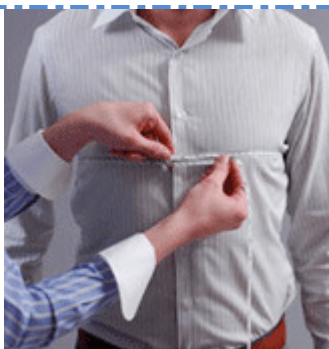
Measure your body.

Note: A shirt should be worn for proper measurement.



1. NECK

Place two fingers between the tape measure and the neck as the pictures show, and make sure you can move the tape easily. Do not tighten the tape measure. Make sure that the tape is at the base of the neck where the neck and shoulders meet or at the height where the collar would be if you were wearing a shirt.



2. CHEST

Stand up straight, relax and take deep breath with hands down at your side. The chest measurement should be taken around the chest under the armpits. Make sure the tape is parallel and you can move the tape easily. Do not tighten the tape measure. Avoid having thick clothes on when measuring.



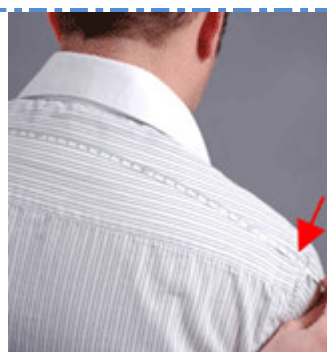
3. WAIST

Stand up in a relaxed posture, do not hold your breath or hold your stomach in. If you do not have beer belly, the waist measurement should be taken around the waist at the narrowest point. If you have beer belly, you should measure the widest point. Make sure you can move the tape easily. Do not tighten the tape measure.



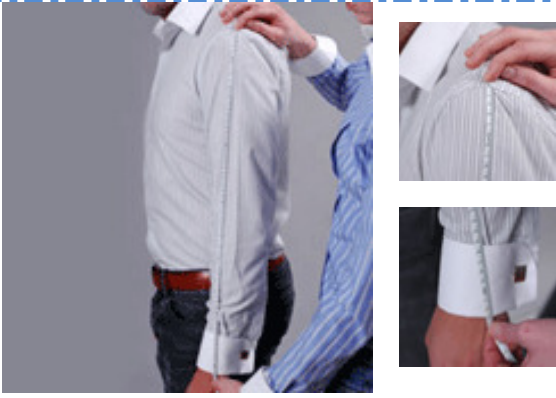
4. HIPS

Take out all of the stuff in the front and back pockets your trouser. The hip measurement should be taken around the hips at the widest point. Stand up in a relaxed posture, and keep the tape parallel. Do not tighten the tape measure. Make sure you can move the tape easily.



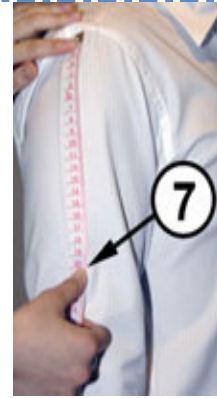
5. SHOULDER

Stand up in a relaxed posture. Measure across the top of the shoulder from one edge to the other. Ensure you take the curved contour over the top of the shoulders as shown. If you are wearing your best fitted shirt measure up to the shoulder seams.



6. SLEEVE LENGTH

The sleeve measurement should be taken from exactly the same point you used earlier for the "Shoulder" measurement. Measure to a point at the wrist where you want the sleeve to end. Do not bend your arms. If you want to match your dress shirt with a suit, you should measure the suit sleeve length you want, and then add one (1) centimeter. That will be the shirt's sleeve length.



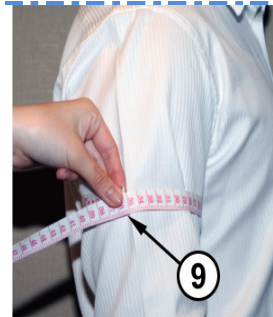
7. SHORT SLEEVE LENGTH

Measure with arm at your side, from the tip of the shoulder to a point on the outside of the arm where you want the sleeve to end.



8. WRIST/CUFF

Measure the actual wrist size around your wrist bone. You may also consider adding 1/4" to 1/2" to your size if you wear medium to heavier watches.



9. BICEP

Measure around your upper arm at the widest point.



10. SHIRT LENGTH

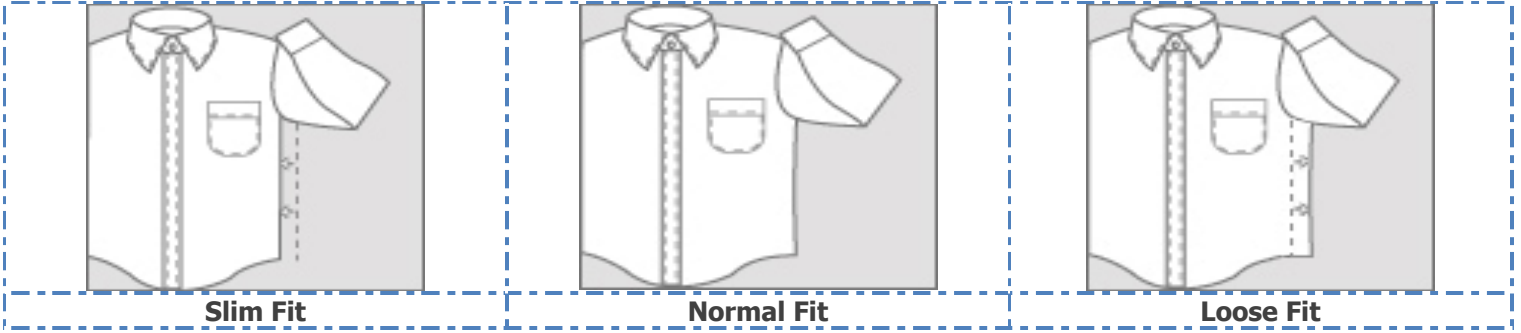
Stand up in a relaxed posture. Measure from the top of the shoulder at a point near the neck, along the front of your body, to a point where you want the shirt to end.



11. ARM HOLE

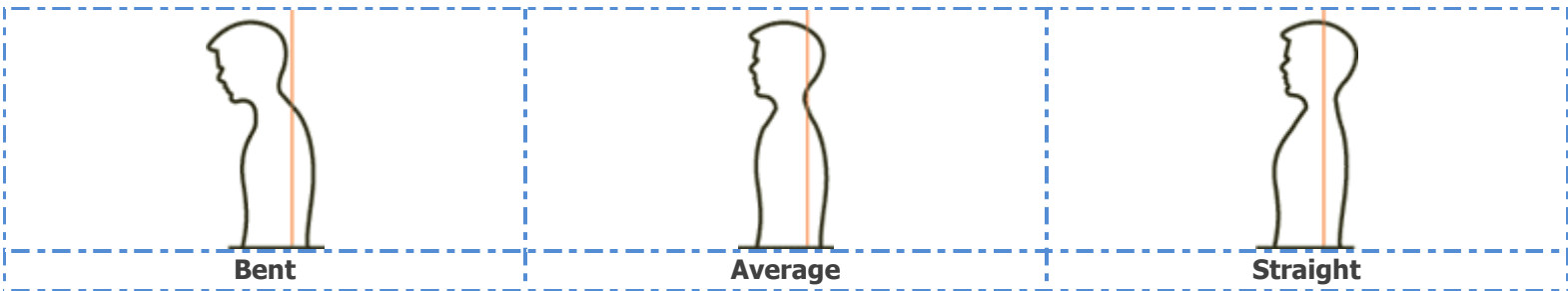
Place the tape measure under your armpit and around the top of your arm. To ensure a comfortable fit, take the armhole measurement with one finger inside the tape measure.

Choose your preferred fit:

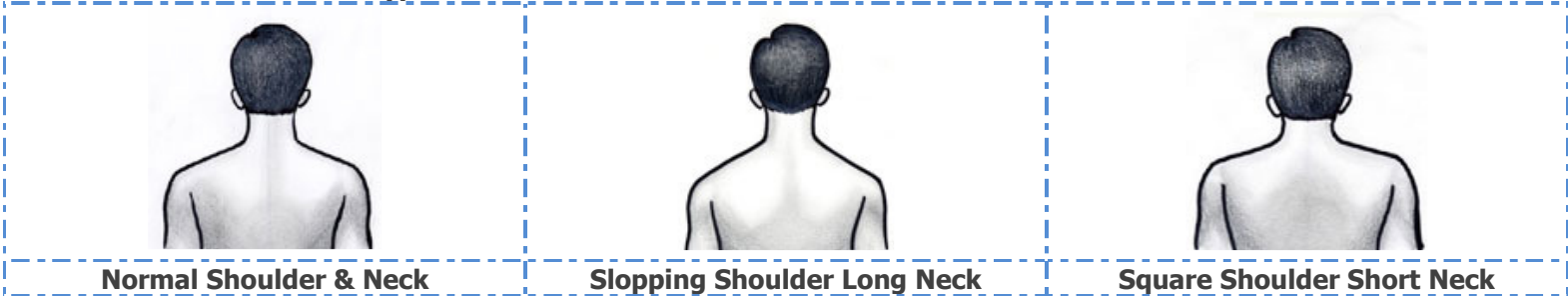


- **Slim fit:** we add 12 cm to the hip, waist and chest measurements you provided, in order to give you room to move about. Sleeves, collar, shirt length, etc are tailored exactly to your measurements.
- **Normal fit:** we add 16 cm to the hip, waist and chest measurements you provided, to achieve extra room while maintaining that unmistakable tailored look. In addition, we add 4 cm to your shoulders measurements (which means they are 2 cm longer on each side), and take 2 cm off each sleeve. This way the shirt is less tight.
- **Loose fit:** we add 20 cm to the hip, waist and chest measurements you provided. In addition, we add 8 cm to your shoulder measurements (which means they are 4 cm longer on each side), and take 4 cm off each sleeve. This fit is more appropriate for less slim gentlemen.

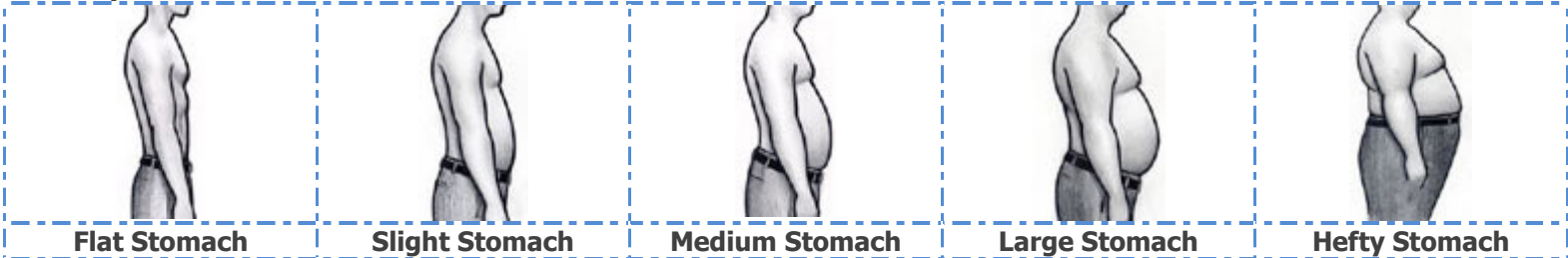
Choose your Back posture:



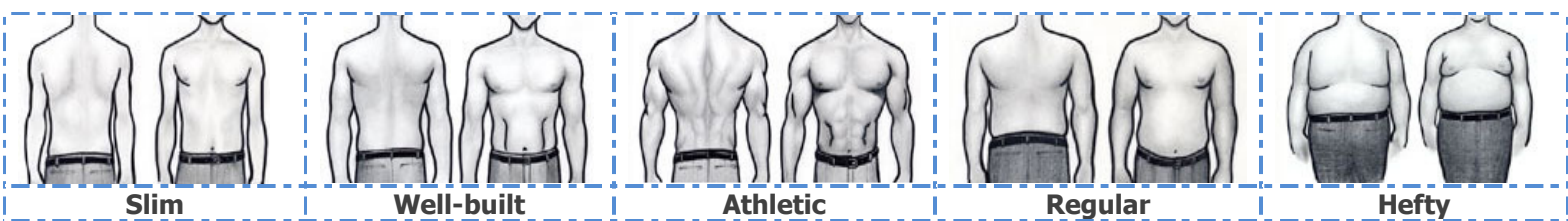
Select Shoulder and Neck Type:



Select your Mid-section:



Select your Upper Body type:



Select from our Standard-Sized Shirts.

Measurement tables for standard sizes

Note: We always recommend that you take your own measurements, either from your body or a shirt you like. Our measures follow European sizes.

Men's Slim Fit

| Shirt Part / Size | XS | S | M | L | XL | XXL |
|----------------------------|---------|---------|---------|---------|---------|---------|
| Collar | 14 1/8" | 15" | 15 3/4" | 16 1/2" | 17 3/8" | 18 1/8" |
| Shirt length | 28 3/4" | 29 1/2" | 29 1/2" | 29 1/2" | 29 1/2" | 29 1/2" |
| Shoulder width | 16 7/8" | 17 3/4" | 18 1/8" | 18 7/8" | 19 1/4" | 20 1/8" |
| Sleeve length (Normal) | 25 1/4" | 25 5/8" | 25 5/8" | 26" | 26 3/8" | 26 3/4" |
| Sleeve length (Extra long) | 27 1/8" | 27 1/2" | 27 1/2" | 28" | 28 3/8" | 28 3/4" |
| Chest | 37 3/4" | 39 3/8" | 41 3/4" | 44 7/8" | 48" | 51 1/8" |
| Waist | 33 7/8" | 36 1/4" | 39 3/8" | 42 1/2" | 45 5/8" | 48 7/8" |
| Sleeve width (at armpit) | 9 1/2" | 9 7/8" | 10 1/4" | 10 5/8" | 11 3/8" | 11 3/4" |
| Cuff | 9 1/2" | 9 1/2" | 9 7/8" | 9 7/8" | 10 1/4" | 10 5/8" |
| Hip width | 37" | 38 5/8" | 41" | 44 1/8" | 47 1/4" | 50 3/8" |

Men's Normal Fit

| Shirt Part / Size | XS | S | M | L | XL | XXL |
|----------------------------|---------|---------|---------|---------|---------|---------|
| Collar | 14 1/8" | 15" | 15 3/4" | 16 1/2" | 17 3/8" | 18 1/8" |
| Shirt length | 28 3/4" | 29 1/2" | 29 1/2" | 29 1/2" | 29 1/2" | 29 1/2" |
| Shoulder width | 16 7/8" | 18 7/8" | 19 1/4" | 20 1/8" | 20 7/8" | 22" |
| Sleeve length (Normal) | 25 1/4" | 25 5/8" | 25 5/8" | 26" | 26 3/8" | 26 3/4" |
| Sleeve length (Extra long) | 27 1/8" | 27 1/2" | 27 1/2" | 28" | 28 3/8" | 28 3/4" |
| Chest | 44 7/8" | 46 1/2" | 48" | 49 5/8" | 52" | 54 3/8" |
| Waist | 41 3/4" | 43 1/4" | 44 7/8" | 46 1/2" | 51 1/8" | 53 1/2" |
| Sleeve width (at armpit) | 11" | 11 3/8" | 11 3/4" | 11 3/4" | 12 5/8" | 13" |
| Cuff | 9 1/2" | 9 1/2" | 9 7/8" | 9 7/8" | 10 1/4" | 10 5/8" |
| Hip width | 44 1/8" | 45 5/8" | 47 1/4" | 48 7/8" | 51 1/8" | 53 1/2" |

Men's Loose Fit

| Shirt Part / Size | XS | S | M | L | XL | XXL |
|----------------------------|-----------|----------|----------|----------|-----------|------------|
| Collar | 14 1/8" | 15" | 15 3/4" | 16 1/2" | 17 3/8" | 18 1/8" |
| Shirt length | 28 3/4" | 29 1/2" | 29 1/2" | 29 1/2" | 29 1/2" | 29 1/2" |
| Shoulder width | 16 7/8" | 18 7/8" | 19 1/4" | 20 1/8" | 20 7/8" | 22" |
| Sleeve length (Normal) | 25 1/4" | 25 5/8" | 25 5/8" | 26" | 26 3/8" | 26 3/4" |
| Sleeve length (Extra long) | 27 1/8" | 27 1/2" | 27 1/2" | 28" | 28 3/8" | 28 3/4" |
| Chest | 44 7/8" | 46 1/2" | 48" | 49 5/8" | 52" | 54 3/8" |
| Waist | 44 7/8" | 46 1/2" | 48" | 49 5/8" | 52" | 54 3/8" |
| Sleeve width (at armpit) | 11 3/8" | 11 3/4" | 12 1/4" | 12 1/4" | 13" | 13 3/8" |
| Cuff | 9 1/2" | 9 1/2" | 9 7/8" | 9 7/8" | 10 1/4" | 10 5/8" |
| Hip width | 44 7/8" | 46 1/2" | 48" | 49 5/8" | 52" | 54 3/8" |

Send us your best fitting shirt.

Have a favorite shirt that fits just right and you simply want a new shirt that has the same wonderful fit? Mail it to us and we will do all the measuring. We will also keep a perfect record of the size and other details so you would not have to do this again.

Please mail your shirt to the address listed, include your notes on any changes to the size and style preference. Your shirt will be promptly returned to you along with your new shirts.

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