

## ASCOTS & CHAPELS

The storied British couturier has introduced a new bespoke shirt service for well-heeled gentlemen in the UAE and Qatar.

It is common knowledge that a man always looks his best when wearing a tailor-made suit. What is often forgotten, however, is that no matter how perfectly cut your suit is, if you're wearing an ill-fitting, off-the-rack shirt, the look and feel of the entire suit is compromised. Aiming to address this issue is British luxury couturier Ascots & Chapels – a tailor with 130 years of experience of creating top-quality bespoke attire for discerning gentlemen. The brand's latest offering is a special package called the Enhanced Shirt Experience, which includes three hand-crafted shirts finished with mother-of-pearl buttons and Ascots & Chapels engraved cufflinks, along with three cuffs, three collars, three pocket squares and a pair of metal collar stiffeners, all for AED 1,100. But why exactly do we need extra sets of collars and cuffs? Well, as Ascots & Chapels' operations and artistic director Mahir Ali explained to us

during our fitting at the tailor's DIFC branch, the collars and cuffs are always the first places where shirts begin to show signs of wear and tear. So, his solution was simple: as soon as the shirts begin to look past their best – be it in six months or six years – all you have to do is bring them in to your local branch and the master tailor will exchange them within 48 hours. As well as the handy replacement service, the shirts also include the option of custom monogramming as well as a special iron-on nametag, which is fixed discreetly on the inner lining at the bottom of the shirt and prevents unnecessary damage at the launderette. And the best bit: you can order shirts or suits in any one of the brand's many UAE or Qatar branches and then pick them up or have them altered at the tailor's premises in Mayfair or New York. This really is a service for men who appreciate fine craftsmanship wherever they are in the world.

