

PRIYANKA PARASHAR/MINT



Lounge Loves

Van Heusen's My Fit for women

Fit is the new black. Or so they say in fashion, when only well-washed clichés can help drive home a point. Van Heusen learnt this from experience. After the success of My Fit, a bespoke tailoring service for men, the company recently launched My Fit for women at its stores across India. Instead of emphasizing size, the brand wants to harp on fit, says a concept note.

My Fit, the customized tailoring service for shirts, blouses (tops) and blazers, uses the body calculator to measure and create the “perfect” size. Once your body type is established (hourglass,

oval, inverted triangle or diamond, for instance), My Fit suggests the kind of cuts that will suit you. An array of ready-made shirts in three basic fits that suit 90% of Indian female body types are displayed at the stores for trial. Based on these trials, you can then customize colours, textures, fabrics, sleeve length and style, shirt or blazer length, collar type, buttons and other details, and order a bespoke garment for Rs2,500-3,000. The finished garment is home-delivered in seven-eight working days.

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