

PEZALLI  
*Bespoke tailoring with finest craftsmanship*

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# PRINT COVERAGES

PEZALLI  
*Bespoke tailoring with finest craftsmanship*

Mansworld, January 2019

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HIS ARRIVAL

THE DOUBLE LIFE OF  
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TO IN 2019

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• **STYLE** / SARTORIAL MAN



## A NEW APPROACH TO BESPOKE

Delhi's Pezalli bespoke suits are made to highlight the distinctive style in each of us.

By Magandeep Singh

The thing with bespoke is that there are just so many possibilities with what eventually turns up as the final look. It takes expertise and experience to guide things in the right direction. From drafter and cutter to master and tailor, it requires seamless integration between all the people involved in the creation of a garment. One such sartorial orchestra is headed by Anupama Sachdeva, under the name Pezalli, and I recently had them create me a harmony in wool.

From the very start, the process was different (and this is coming from a guy who indulges in bespoke frequently enough to know the difference). For one, the top three things that Sachdeva focussed on as we sat down for our first tête-à-tête were these.

Am I a classic dresser or more creative, prone to breaking established rules? Is there a touch of the dramatic to my suited silhouette, or is it more romantic and highly accessorised? This would help the Pezalli team decide just how accepting I would be of makeovers. There was an intense questionnaire that I was required to fill up, to help establish an idea about me even before our first meeting.

Next came the colour palette. I was defined as 'soft autumn', which implied avoiding stark or bright options. Muted shades from the autumn colour palette would sit well with my skin tone. Bye-bye jet black, I never liked you anyway. "Once you are ready, stand in front of the mirror with your eyes closed and then, when you open them, see where your gaze is directed to first," said the lady. "If it isn't

to your face, then your clothing is clearly distracting and needs to be adjusted."

Finally, my body shape was taken into account, for not only would that decide what patterns I could wear, but their intensity. Given my trapezoid frame, bold checks (which would add bulk to my torso, making me look shorter) and wide stripes (they add height only if narrow) were discouraged, as also anything too contrasted. All this done, we set about identifying the fabric, and what followed next was all the rituals of putting together a good suit. Two fittings (minimum) and three weeks was what it would take.

These steps are what made my visit to them unique, because while many tailors can cut me a decent suit, nobody had made the effort to evaluate the colours that would work on me, the patterns I should be encouraged to wear, or for that matter, to encapsulate my style statement before trying to radically redefine it. It helped that Sachdeva was trained not just as a drafter, but also as a (Savile Row Academy certified) stylist.

What I also liked about their approach was the fusing of styles. Their suit construction afforded me the comfort of a classic Savile Row English cut, while the exterior was fitted and snug, the way the Italians do it. This is a rare combination, one that gives you a nice, lean look without making it appear as if you are the Hulk stuffed into a two-piece suit.

For me, a suit should be a garment that doesn't just make you look and feel good, it should also be functional, allowing the



wearer to go about quotidian chores without being restrictive or uncomfortable. If you can't drive, or even tie your laces with your jacket on, it's time to rethink your tailoring choices. And let me not even launch into a rant about those garish, mid-torso creases which form every time someone buttons up a tight jacket.

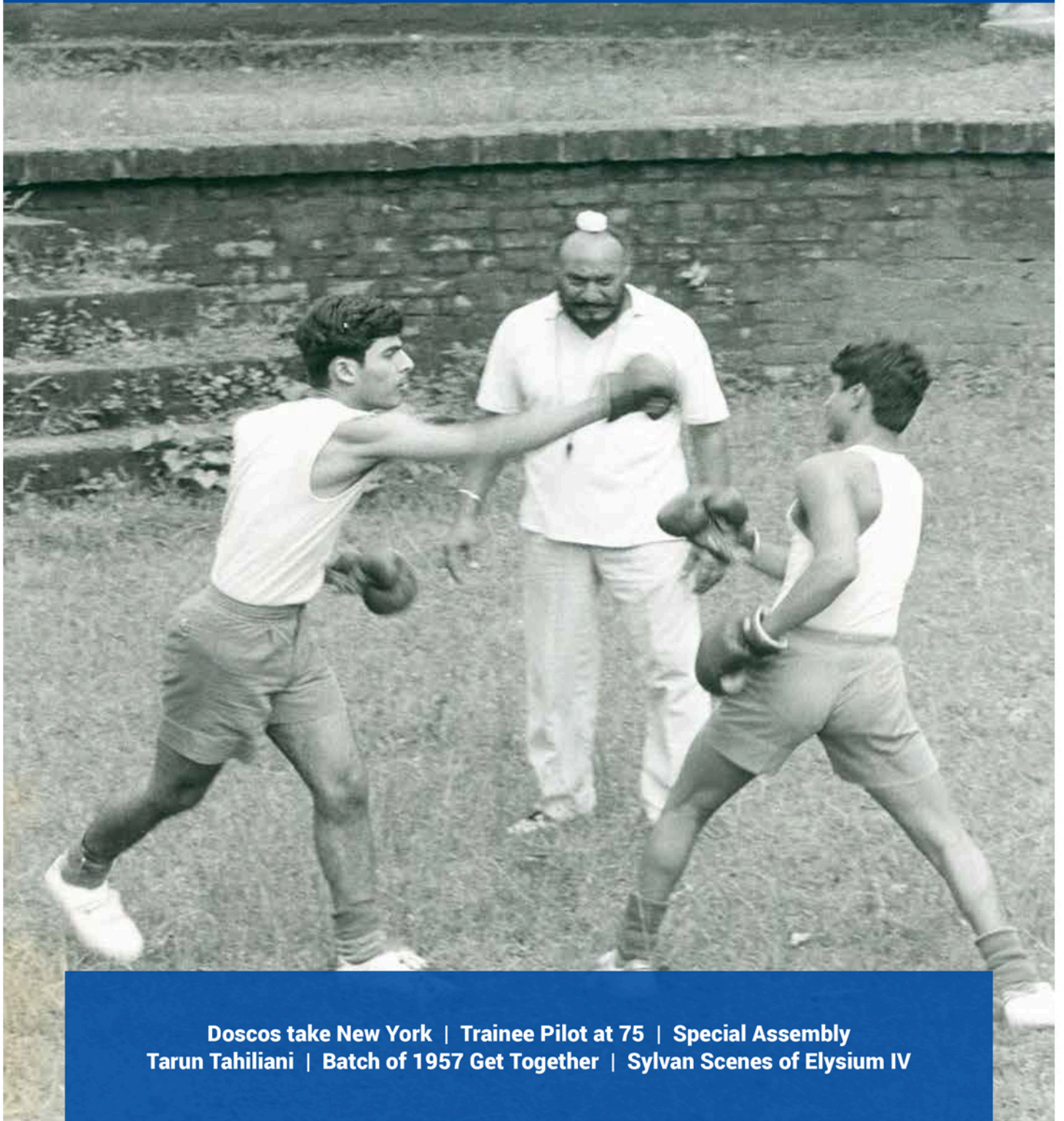
I can never reiterate this enough - in a country where skilled craftsmanship is still cheaper than anywhere else in the world, while being at par with the best, to ignorantly buy off-the-peg over bespoke should be made a punishable offence. From customising the type and number of pockets to the choice of lining or colour of the pig-stitch, from the way each crease forms (or doesn't) to how the trouser rests above your shoes, a good cutter can take care of everything, to help present the best version of you. In this vein, I encourage you to try Pezalli, or indeed bespoke in any manner. If clothes mean more to you than just a basic means to cover your body, a good suit maker is just the ticket.



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NEWSLETTER OF THE DOON SCHOOL OLD BOYS' SOCIETY



DoscOs take New York | Trainee Pilot at 75 | Special Assembly  
Tarun Tahlilani | Batch of 1957 Get Together | Sylvan Scenes of Elysium IV



## THE MAKING OF THE BESPOKE OLD BOYS BLAZER

AN ATTIRE THAT REFLECTS AN INDIVIDUAL'S ACHIEVEMENTS



**E**very Dosco remembers their first school blazer. The thick, itchy wool irritated the chin and felt a little oversized, but it kept Doscos warm during Dehradun's biting winters. The Doon blazer endures the crossing of every student milestone at Chandbagh. As the seasons change, the blazer follows.

As achievements mount, Doscos send for new blazers entirely, as distinguished sportsmen or scholars. But when the boy leaves the gates of Doon as a man, he takes only one blazer with him- the Old Boys' blazer. As the final chrysalis of the Doon tribe, that final blazer deserves to be unique.

Pezalli Bespoke brings together impeccable tailoring and styling to help you make the best possible sartorial choices that meet your personality. Helmed by Anupama Sachdeva-- a certified image consultant from Style Coach, London and a certified pattern drafter from Savile Row Academy London. Pezalli is a never-seen-before amalgamation of Anupama's unique styling methodology and the expertise of her tailoring team. As a leading purveyor of bespoke dress shirts, trouser and suits Pezalli offers the highest standards of Italian design, tailoring and materials.

**"EVERY BLAZER IS THE RESULT OF PEZALLI'S HANDMADE TECHNIQUES, WHICH REQUIRES 220 STEPS FOLLOWED BY MORE THAN 7000 METICULOUSLY HAND SEWN HIDDEN STITCHES IN MORE THAN 35 HOURS OF EFFECTIVE WORKMANSHIP."**

### DEDICATION TOWARDS THE BESPOKE PROCESS

The term "bespoke" simply means that a garment has been exclusively created for an individual. The pattern is drafted to the intended wearer's measurements. The material is chosen by the wearer, and the piece is fitted to the wearer several times throughout the tailoring process. The upshot is a garment that not only brings out wearer's personality but also disguise various aspects of the physique.

Inside the Pezalli bespoke Store, master tailors are the boundless heralds of the tailoring art. The hand of Indian designers & tailors guides every construction detail that distinguishes Pezalli garments. They are made using the best of Italian lino floating canvas and in Luxurious fabrics

both in terms of pattern and quality which are procured from the best suppliers in the world. From fabric and lining to cuts and trims consider every detail pruned through 17 stages in order to create the perfect attire. The outcome is a sheer perfection that is in harmony with the ideal of the time, Pezalli's aesthetic, and the wearer's preference.

Pezalli also excels in Fused/ Canvassed Blazers/Jackets. In a canvassed jacket, most of the stitching attaching the canvas and wool is behind the lapels. If one looks carefully on the reverse side of the lapel, the tiny stitches holding the layers of fabric together are evident. A fused one will have no such stitching. This can be very difficult to see, often virtually invisible under normal lighting.

### KEY ACCENTS OF THE BESPOKE DOON BLAZER

What accentuates every body type is Pezalli's unparalleled craftsmanship and fit. Every meticulous detail is well exemplified through this Doon School Blazer. Pezalli fit specialists take 18 different measurements in order to draft a bespoke Blazer/Jacket pattern uniquely shaped to wearer's body. For any order, a professional cutter takes the measurements at the comfort of the client's availability (House/Office/Studio). All the cuttings are overseen taking every measurement into account, which enables him to create a pattern that would be apt for the wearer.



Pezalli's attention to details like perfecting the collars is worthy of applause. This is achieved by cutting the nape bigger so that the front of the Blazer rests perfectly on the body and prevents the collar from falling back.



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Another notable detail is summing the sleeve head with German lining which tends to reduce friction towards the entering of the arm, all these details are sewn intricately by hand.



Experts at Pezalli excel at their distinct ways of inserting the darts. These darts are deceptively a small feature of a sewing pattern, but are majorly responsible to contour and fit the waist. Pezalli experts have honed this skill to accentuate the wearer's waist by providing the best structure and shape to the garment.

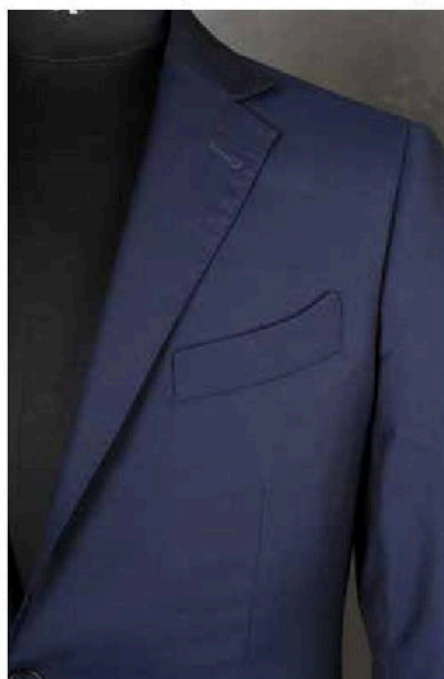
Basting is another highlight to perfect any detail. The Blazer is loosely sewn together to judge the fit. Once a baste is prepared for the first fitting, markings and remarking are done to ensure right balance of the garment on the body. Any changes such as raising or lowering the button position, narrowing or widening the lapels or shoulders are perfected this time. The key to a good Blazer is getting the sleeve exactly at the center of the pocket which is also ensured during basting.



The substantial sewing begins for at least 25 diligent hours minimum of artistry details. The cutter also assesses the accuracy of his measurements. Pezalli prides itself in achieving these unrivalled details which are extremely difficult to hone.



The buttons are wrapped and raised with utter finesse. A shank between the button and the fabric allows a complete ease of unbuttoning.



The wearer will have a skillfully handcrafted garment by the experts, adorned with hand sewn pick stitches around every edges of lapels, around the pocket flaps and the breast pocket which is a classic hallmark feature and a clear indicator of a high-end Blazer.

Ready to wear Blazers and Bandis are available at Pezalli store in Delhi and DOSCOBILIA store inside the Doon premises for any major/minor alterations and fittings. Pezalli believes in a longer association with the clients, all the final patterns corrected post adjustments are archived for any future orders by them.

These Pezalli Bespoke Blazers will be a prized possession for every Dosco who seek statement in flair and style without compromising on quality. The handcrafted details and efforts put in the making of them is an acknowledgement to their triumphs which are to be cherished for a lifetime. The result produced just for them is completely unique, impeccable fit, finished with an elegant style, which can be dressed with sentiments of love and pride.

## *A Monogrammed Doon Old Boys Bandi*



### EXCLUSIVELY FOR DOON

*Pezalli offers its Doon clients the luxury to pick their blazers/jackets & bandis from basic wool blends to the exclusive collection of the premium Italian & english fabrics like:*

VITALLA BARBURUS  
DORMOUEL  
LOROPIANA

*These fabrics counts range from super  
110-150-170s*

*Doon Alumnis have special pricing offer for their 1st Alumni jacket/Bandi which is almost 1/3rd of the regular Bespoke prices.*

*Upon any request any garment can be re-ordered by our Doon clients for the following options like:*

*Bandis | Shirts | Jackets |*

*| Blazers | Suits (Blue)*

**For Price Details/ Offers and Discounts**

Drop a line at:  
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Vistara, January 2018

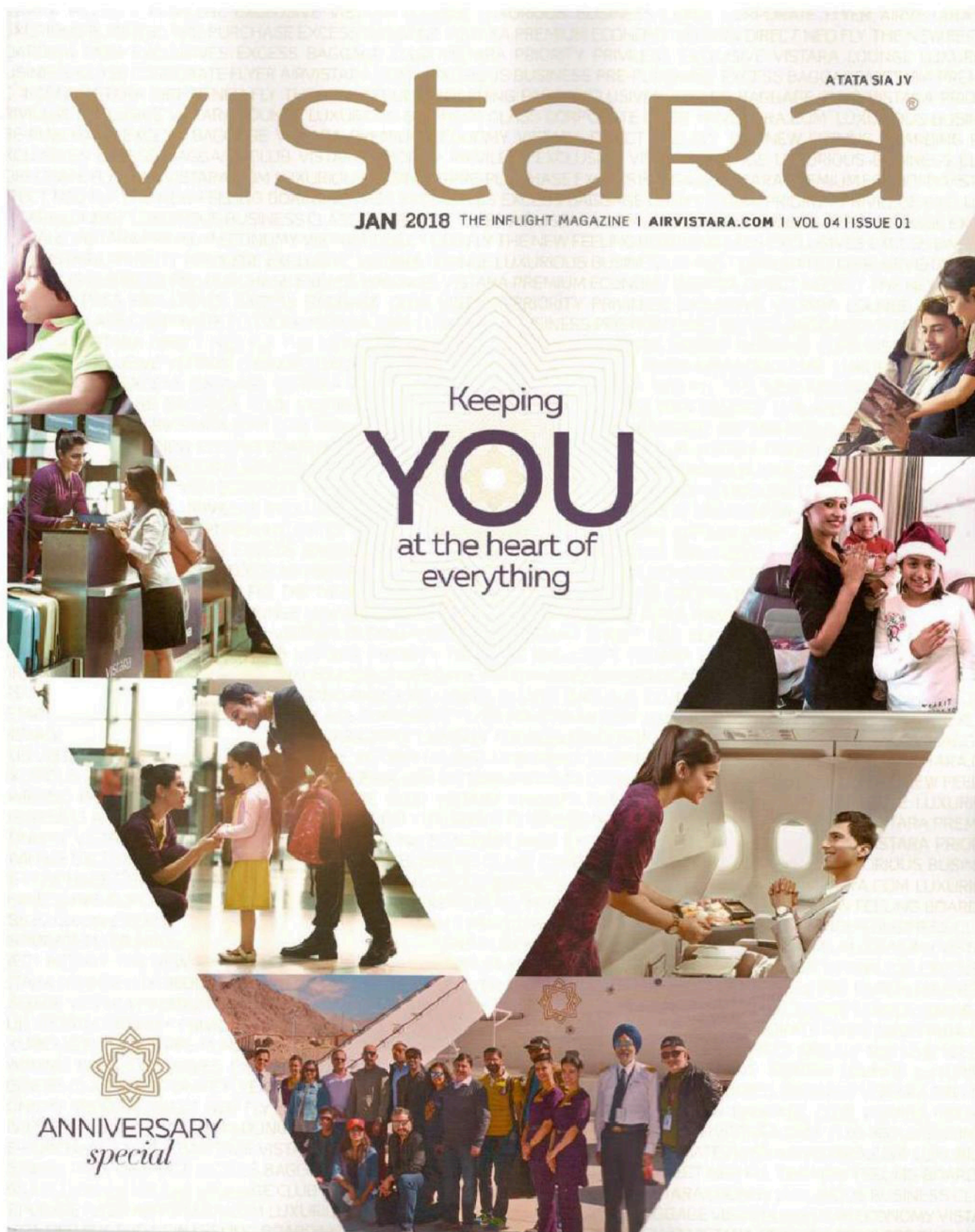
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## Where **BESPOKE** tailoring meets **PERSONAL** styling



Personal styling is not just about following trends. It is about matching new creative looks to the inherent style within every person. Everyone has an inherent style of personality, broadly grouped into Classic, Creative, Dramatic or Natural. And all dressing choices by a person are based on the style personality that they feel comfortable with.

**Pezalli Bespoke** brings together impeccable tailoring and styling to help men make the best possible sartorial choices that meet their personality. Helmed by **Anupama Sachdeva**—a certified image consultant from **Style Coaching Institute, London**, and a certified pattern drafter from **Savile Row Academy, London**—this brand is a never-seen-before amalgamation of Anupama's unique styling methodology and the expertise of her tailoring team. Just like a doctor's informed advice, Anupama Sachdeva offers the perfect style recommendations after a detailed analysis of your body shape, skin tone, facial features, and



personality. You will learn how to strategically wear lines, prints, textures and fabrics. Once **Pezalli Bespoke** has your colour chart and style personality, their master tailors will work with you to create masterpieces that complement your silhouette with absolute precision.

**Pezalli** opened its first studio in Delhi in 2015. The pre-eminent Singapore based label continues in the same tradition with which it began: creating everything in-house, without outsourcing a single step of production. The Quintessential elements

collection is designed with your personality in mind. Do you prefer a natural, no frill style or a dramatic look? Do you prioritise subtle, romantic quirks in designs or classic cuts with a perfect tailored fit? View the hottest looks of the season, including turtle necks, safari suits, bomber jackets and glen checks, and evolve three looks for four different style personality types.

Service available by appointment at any part of the country at the luxury of your home or office. Write to us on [info@pezalli.com](mailto:info@pezalli.com) or call us on +919015499000 /9540992099. Visit our website [www.pezalli.com](http://www.pezalli.com)

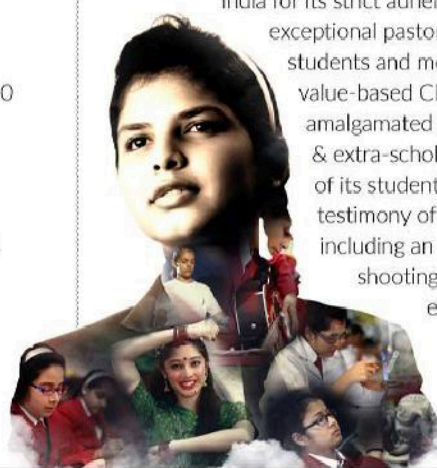


### Diamonds Are Forever

Forevermark, the diamond brand from De Beers Group of Companies, recently unveiled its latest sparkling collection of skillfully crafted diamond jewellery called 'Fiore Collection'. With 20 designs, the collection features bracelets, pendants, earrings and rings that are crafted with beautiful, rare and responsibly sourced Forevermark diamonds. Each cluster of diamonds is set with 18K rose gold – reminiscent of shooting stars against the night sky. Simple yet elegant, the Fiore Collection can be worn on occasions and paired beautifully with the modern Indian wardrobe. Every diamond in the collection carries the Forevermark promise with a unique inscription number and comes with an identification card that gives the consumer an assurance of each diamond's quality and origin.

### Unison School

Inspired by Athena, the Greek Goddess of Wisdom, Unison World School acquired a new identity on its 10<sup>th</sup> Anniversary; aiming to create an 'Athena' in each student by imparting excellence through an unmatched curriculum. This residential girls' school is ranked amongst the Top 5 in its genre and Top 10 boarding schools of India for its strict adherence to safety & hygiene norms, exceptional pastoral care, individual attention to students and modern infrastructure. The School's value-based CISCE and CIE curriculums are amalgamated with a wide array of co-curricular & extra-scholastic activities. The achievements of its students at the national platform are a testimony of its excellent sporting facilities including an all-weather swimming pool and shooting range. The UWS team comprises experienced, qualified, committed and dynamic staff, which dedicatedly 'Explore, Innovate, Create and Implement'.





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GQIndia, November 2017



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# SARTORIAL STYLE

Pezalli Bespoke showcases some of the masterpieces from their Autumn-Winter 2017 collection, which is crafted from luxurious Italian fabrics by Mario Valentino custom styled for every personality

## WHERE BESPOKE TAILORING MEETS PERSONAL STYLING



Just like a doctor's informed advice, Anupama Sachdeva offers perfect style recommendations after a detailed analysis of your body shape, skin tone, facial features, and personality.

You will learn how to strategically wear lines, prints, textures and fabrics. Even discover whether your natural complexion falls under Winter, Spring, Summer, Autumn, or between seasons! Once their style consultant has your colour chart and style personality, the master tailors at Pezalli Bespoke will work with you to create masterpieces in a complement your silhouette with absolute precision.

### MR CREATIVE

**Style Personality:** Sporting a peppery Garibaldi and a summer-cool skin tone, this creative soul likes to mix up fabrics, textures and colours.

**Art Fair Ready:** The glen checked suit with a wine shirt and a paisley printed tie and multi-hued socks, brings out his creative side.

**Off to a Jazz Concert:** The safari-style suit jacket and cream pants with standout accessories like a red polka-dot bow-tie, black hat and green socks that's reminiscent of the Pitti Uomo style.

**P**ersonal styling is not just about following trends. It is about matching new creative looks to the inherent style within every person. Everyone has an intrinsic style personality. These personalities are broadly grouped into Classic, Creative, Dramatic or Natural. Ensembles are usually selected by a person to resonate with their style personality, so that they can relate to it. And Pezalli Bespoke—brings together impeccable tailoring and styling to help you make the best possible sartorial choices that meet your personality. Helmed by Anupama Sachdeva—a certified image consultant from Style Coach, London and a certified pattern drafter from Savile Row Academy, London—this brand is a never-seen-before amalgamation of Anupama's unique styling methodology and the expertise of her tailoring team. Pezalli Bespoke master tailors, who are guided by Italian designers and couturiers, take the art of tailoring to the next level of excellence.

Each suit is the result of never-seen-before handmade techniques that require 220 steps, over 35 hours of workmanship, more than 7,000 meticulously hidden stitches. Pezalli Bespoke also uses Italian designs and the finest, most luxurious fabrics sourced from the world's best suppliers. This season, Pezalli Bespoke collaborated with Italian luxury fabric makers Mario Valentino.

### MARIO VALENTINO

Founded in 1952, Mario Valentino specialises in fashion fabrics, apparels, and leather products. Their new fabric collection dons super 160's, luxury jacketing, pure cashmeres, newly designed 17.5 micron micro wool, cottons and tweeds that create the hottest looks of the season.

Model: Nitin Mehta





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GQ PROMOTION



Model: Jacob Singh

## MR CLASSIC

### Style Personality:

Corporate on the outside and creative from within, he has a cool wintry skin tone, salt 'n' pepper hair and carries classic styles effortlessly.

**Seminar Suave:** The cobalt blue jacket paired with a white shirt and blue and green university neck-tie and checked pants brings out his creative side but retains the classic look.

**Strike-a-deal Style:** A livid grey, three-piece suit with a checked shirt and a grey tartan tie, says he means business.



Model: Arjun Zander

## MR NATURAL

**Style Personality:** A naturalist, yet sometimes dramatic, he has a warm skin tone and jet black hair, he loves his casuals, but also experiments with bold colours.

**Red Carpet Demeanour:** A camel-brown coat over a chalk stripe suit, a bright crimson tie on a crisp white shirt with big, button-down collars, lets him channel the vibe of a 40s dandy.

**Weekend Mood:** A beige turtleneck and checked green and burgundy bomber jacket with orange highlights, made of a light tweed along with burgundy pants spruce up his effortless personality.

Service available through appointments at:  
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GQIndia, October 2016



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## — THE ARTISTS OF — BESPOKE TAILORING

The ultimate expression of sophistication and suave is a custom suit. But instead of heading to Savile Row, let one of the tailors at Master Tailors' Association (India) – a network of bespoke tailors from across India – take over control

**I**t is a long-forgotten luxury from the British rule in India, where Indian tailors dressed kings and lords in bespoke suits. Over time, this became lost or non-existent primarily due to the non-availability of skills and practitioners. However, that's soon about to change. Aiming to bring together the best tailors in the country and to raise the standards of bespoke tailoring is Master Tailors' Association (India).

The brainchild of Anupama Sachdeva, Master Tailors' Association (India) seeks to expand the market and persuade those jet-setting millennials to get their bespoke suits made in India. Once a private banker based in Singapore, Sachdeva first learned the art of tailoring from Master Tailor Thomas Wong, at the prestigious Lasalle College of Fine Arts. Once she gained all the necessary skills, she started her own brand, Pezalli.

Soon, she set up Pezalli Bespoke in India as a niche brand for connoisseurs who have a refined taste for craftsmanship, but have limited options available in

the Indian market. Working towards the rebirth of bespoke tailoring in the country, she realised that most tailors here are not exposed to formal schooling or intensive specialized training in this art. This is where Master Tailors' Association (India) comes in. Launched earlier this year, it aims to make training from reputed foreign institutes easily accessible to Indian tailors, thereby providing a great opportunity to upgrade their skills.

The first initiative of Master Tailors' Association (India) was the first-ever Savile Row Academy summer course curated by professor Andrew Ramroop OBE, director, Maurice-Sedwell, London and Savile Row Academy. Following this, it participated in the 26th Federation of Asian Master Tailors Congress and gained an invite to the 37th World Federation of Master Tailors meet at Taipei & Taiyuan, 2017. And this is just the beginning.

**Let's take a look at some of the core team and the best practitioners:**



“We cater to consumers who are connoisseurs of the finer things in life who have limited options in the Indian market and this is where we come in. Pezalli's USP lies in creating premium quality shirts and trousers. Our success lies in positioning ourselves as a unique offering in this space.”



**HIMANSHU PITHADIA,**  
FITWELL DESIGN STUDIO

With an eye for detail and a desire to learn about the finer nuances of bespoke tailoring, Himanshu Pithadia has over 20 years of experience in fine tailoring. He believes that, “There is nothing like a finely tailored bespoke suit. We design garments by combining current trends with our rich heritage.”



**VINAYAK RAO,**  
OWNER, MN RAO

A professional pattern-drafter for over 30 years, Vinayak Rao heads the prestigious MN Rao. A Savile Row certified master tailor, he gives the best fits to his customers, while giving back to the community. He is a professor at SNDT College and was a judge at the Federation of Asian Master Tailors Congress.



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**BW Business World, February 8, 2016**

+ IS THE 2008 CRASH AGAIN ON THE HORIZON?

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## AFTER HOURS LIFESTYLE

**C**LOTHES MAKE the man! This statement is truer in today's fiercely competitive business world than when Shakespeare wrote it. In fact, studies show that a man who dresses as if he already has the higher position he wants, is much more likely to get it. People believe what they see, and if you look successful they believe you are.

The global CEO is no longer a mythical being

### stature and position:

Your image is your most valuable marketing tool and your wardrobe is one of your most important investments. You should have an appropriate attire for all occasions, from power suits for business and board meetings to sophisticated business casual ensembles for more relaxed meetings or social engagements. Clothes should fit your body well and not dangle. A grey two-piece matched with two shirts:



# DRESSING UP THE CEO

There's a lot more to power dressing for men than just a suit. **By Anupama Sachdeva**

seen only in magazines, but a reality of the Indian workplace. So, unless like Mark Zuckerberg or Steve Jobs, wearing one outfit to work everyday is your style, a razor sharp dress code is needed for anyone with that corner office.

While business formals are an acceptable way of dressing, there is much more to style than just a good suit. Here are some golden rules to spruce up your CEO wardrobe: **Choose what you wear depending on your**

purple and white, and a navy two-piece (an international business staple) matched with two shirts: sky blue Royal Oxford and a sharp white Royal Oxford comes as a basic power dresser guide to formal meetings. Have your clothes well maintained and they will age gracefully and last longer.

**Hide your imperfections through a bespoke-tailored shirt:** A well-fitted shirt is a must in a CEO's wardrobe. A bespoke shirt can make men visu-



A bespoke shirt can hide your imperfections making you look fitter



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Clothes should fit your body well and not dangle



Men's suits are of a lighter wool, made from a finer, smaller yarn

ally appear having a good V-shape upper body. For instance, leaving up a little fabric to accommodate a belly while keeping the waist and back snugly fit goes into our 'tailoring book of smart hacks.' Some men even have a difference in shoulder slope, so our fit comments for our clients have included right and left shoulder droop, round back, high shoulders, normal shoulders, sloping and very sloping shoulders.

**Choose the right collar spreads that suit your face shape:** Collar spreads and collar points are chosen based on the face shape and the proportion of the shoulder and the body. Semi-spread collars work best for most face shapes. However, small spreads are better for a round face. Those with longer and thinner face shapes might want a collar that will visually widen their face. The collar point length is the size of the collar from



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## AFTER HOURS LIFESTYLE

the collar tip at the neck to the end of the collar in the front. Generally, larger men look best in collars with longer points as it proportionally complements their stature. Shorter men might want to consider going with a shirt that has shorter points, so that it leaves them looking slightly taller.

Your clothing and appearance speak volumes about you. While most would think a dark coloured suit or pin stripes work, there is a lot more to power dressing than just some tweaks to your wardrobe. In most cases, power dressing and even style, is not just about how you look, but also about how you feel. For instance, in Asian countries a smart businessman is better off in a good looking, well-crafted shirt, as opposed to a stuffy suit. This can also be attributed to our weather conditions, where heat and humidity can play havoc with a well-crafted suit. Appropriate business casual attire is important. Even on the most casual of days, a President / CEO needs to exude an air of success, control and authority.

While we have a vibrant ready-to-wear and designer industry in

Regular American cuts for round figures and slim fit Italian cuts for slim figures

the country, a well-dressed man will do well to add some bespoke items in his wardrobe. While personal style and lifestyle choices as well as personality types dictate the way bespoke tailoring works, there are some golden rules to adhere to when it comes to making:

**Use complementary cuts, colours and styles:** Have you ever wondered why certain personalities look better in their photographs or public appearances? There is a science behind it. Many of us look much better when our looks are enhanced by a certain colour family. Gentle tweaks to your regular style in terms of colour, enhancements and cuts can help to add to your personality and body shape. Style personalities, skin tone, body proportions and contrast features are a few classifications and parameters based on which the

clothes can be chosen to best compliment you. Identifying these parameters helps you to understand what fits and cuts, designs, lines, prints, textures and colours suit your body shape and skin tone based on your style personality.

**Higher the fabric count, lighter the fabric emotes luxury:** The drive to make millions may not have diminished much in the last 20 years, but the weight of a suit's fabric certainly has. Lighter wool — made from a finer, smaller yarn — is increasingly being used in men's winter and summer suits.

With this type of fabric there is a certain elegance and drape to it. The texture and appearance is also different.

**Invest in a sharper look:**

Attention needs to be on the face and not on your clothes so it is important to wear clothes that complement your body shape and skin tone. Clothes should be well fitted with no excess fabric for the neater, dapper and a more confident look.

Wear a colour so that the focus is on your face and not the

accessory, be it a tie, shirt, suit or pocket square. Identify your cut and experiment. Slim figures should wear slim fit Italian cuts. Rectangular figures should wear comfort fit British cuts. Round figures should wear regular American cuts.

Choose an expert image/wardrobe consultant to polish your appearance.

Style consultants communicate your visual power to the world. The cost of clothing must be looked

upon as an investment. For these reasons, it's best to seek the advice of certified experts of the trade! A good wardrobe consultant, by carefully crafting your image, will make you look and feel great, exude power, and communicate effectively, thus making you more successful.

**Accessorise:** A smart belt can spruce up an otherwise sober or dull outfit. Always match your belt to your shoes in terms of colour and shade. Also a belt is vital, if your pants are a comfort fit, simply to give form to the garment. Remember, your belt size is about 2 inches more than your regular waist size, so do try it on before you buy it. ■

Gentle tweaks to your regular style in terms of colour, enhancements and cuts can help add to your personality and body shape

Wear a colour so that the focus is on your face and not the accessory

■ The author is an image consultant and the co-founder and designer for the premium menswear brand Pezalli



# PEZALLI

Bespoke tailoring with finest craftsmanship



A MAGAZINE FOR THE CRÈME DE LA CRÈME OF DELHI

Elite Delhi, November 2015



## PEZALLI

*A Sublime Sartorial Experience*

*There can be few experiences more satisfying than the discreet pleasure of wearing a crisply laundered bespoke shirt exclusively styled and tailored for you.*

Pezalli guarantees perfectly fitting bespoke shirts made to exacting Italian standards. Our master tailors take over a dozen upper-body measurements before cutting your bespoke shirt, ensuring the perfect fit, uniquely tailored to your personal requirements.

We are among the rare few, whose bespoke service includes expert style consultations by an image consultant, advising you on the choice of design details, fabrics & colours that best suit your physique, skin tone and lifestyle.

Choose from a range of over 2500 fabrics sourced from the finest mills of the world and 15 different collars and cuff styles.

The shirt is handcrafted in the highest stitch count of 325 stitches per inch with a must have french seam, and hand wrapped Australian mother of pearl buttons. In addition, a distinctive finishing touch of a hand-embroidered monogram, makes your Pezalli shirt truly one of a kind.

## DISCOVER STYLE

*through bespoke luxury*



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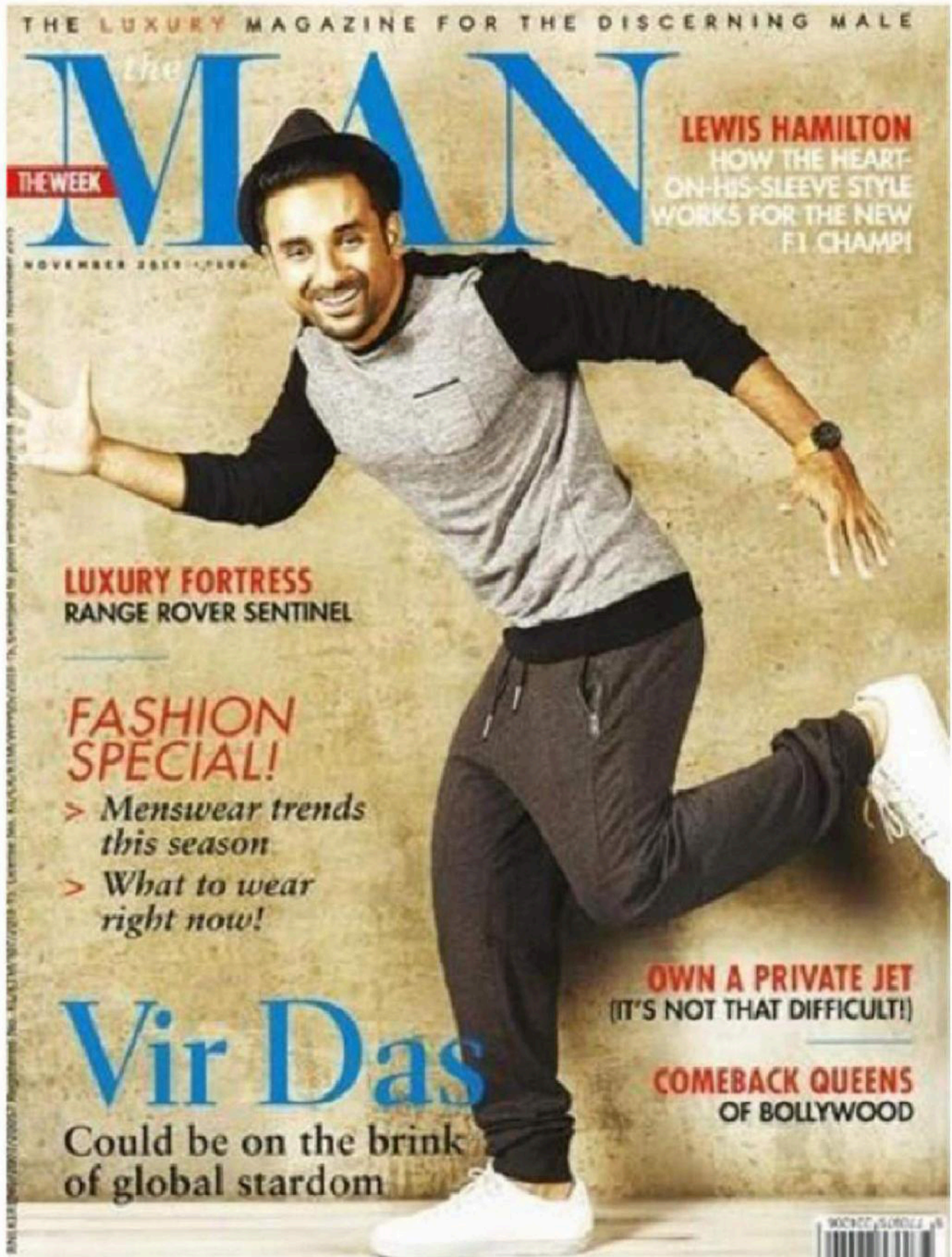




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The Man Magazine, November 2015



THE LUXURY MAGAZINE FOR THE DISCERNING MALE

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- > Menswear trends this season
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**COMEBACK QUEENS**  
OF BOLLYWOOD

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## PEZALLI

CO-FOUNDER ANUPAMA SACHDEVIA BECAME FASCINATED with the idea of tailored menswear while studying at Singapore's Lasalle College of Fine Arts. Today, a certified image consultant, 'Anu' takes a scientific approach to style, giving tips based on body shape, skin tone, level of contrasts in facial features and personality. "My approach to personal styling is about enhancing body confidence while discovering your unique style," she points out. Pezalli shirts are cut to exact measurements and perfected through multiple fittings. Cost for a shirt starts from ₹7,000. 646/1, Road Number Zero, Ghitori, Delhi



## THE TROPHY SHIRT

WHEN ONE OF THE WORLD'S BIGGEST LUXURY labels claim that this is the 'best shirt you will ever own' you do take note. Ermenegildo Zegna sticks to its claim regarding the recently launched Trofeo shirt.

The name derives from Zegna's Trofeo Wool fabric, result of its path-breaking research back in 1965. Half a century later, the brand has applied the same



## ONLY FOR YOU

Bespoke tailoring has returned to India with a vengeance, discovers **K. Sunil Thomas**

**C**ut from the same cloth' is an old saying referring to two people who are similar. Ironically, for this pretty well applies to a man and what he wears, as well. If a man is what he wears, then paying attention to what one wears goes beyond just picking up a prestigious (and pricey) label off the rack and displaying the monogram or insignia or whoever cares to gawk, will it?

If you are beyond that 'got it, flaunt it,' stage, perhaps it's time to embrace the idea of the man you aspire to be. Sophisticated, flawless and carefully detailed and tailored, a bespoke made-to-measure outfit sets you apart. While luxury western brands like Armani (with their famed 'travelling tailor'), Stefano Ricci & Ermenegildo Zegna

have been offering exclusive bespoke experiences for discerning Indian customers, a slew of new indigenous labels offering offering the same for Indian men have come up in the last few seasons. Finally going against the ready-to-wear uniformity we have seen across urban India since liberalisation, this new tailoring 'boom' (well, nearly) is almost like a going full circle, back to individual measurements and the friendly tailor. Though, this time, nothing less than international standards will do. Quality and attention to detail is what sets us apart from...the neighbourhood tailor," argues Rajesh Gora-dia, co-founder (along with wife Puneeta) of the Mumbai-based bespoke service Vetruvian, "A lot of men face difficulty in fitting into average size of readymade shirt brands.

For them, we offer not only the opportunity to get a tailored fit unique to their size but also the ability to style the shirt to suit their fashionable taste."

Then there are many who love the whole personalisation part of it. Most of these made-to-measure businesses start with a personal consultation with a stylist who gets to know the client's preferences, takes exact measurements and discusses the choice of fabric, colour and cut. From the fit, lapels, pockets, collar, cuffs, there are options for personalisation galore. Many master tailors travel back to the client for a fitting before finally delivering the final outfit, which, all these brands steadfastly declare, is 'nothing like a ready-to-wear' experience. Check out the top ones.



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Exotica, October 2015

# EXOTICA

OCTOBER 2015

ON A  
DIVINE  
HIGH

■ KULLU DUSSEHRA ■ MYSTICAL NANGCHEN ■ MAGICAL NINE NIGHTS



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## MENSTYLE

*It takes about 30 seconds for a person to form an impression about you. A well-styled wardrobe, therefore, can make or break your image in the world. Pezalli creative director ANUPAMA SACHDEVA lists some key trends for the season*



## MARK OF A MAN AUTUMN-WINTER 2015



| KEY PRINT:<br>CHECKS  | KEY COLOUR:<br>PINK  | TROUSER STYLE:<br>WIDE CUT  | HEAD-TO-TOE<br>NEUTRALS:<br>BLACK, GREY<br>AND WHITE  | OVERSIZED<br>SCARFS AND<br>SHAWLS  |
|---|--|---|---|--|
| The best way to work checks into your daily wardrobe is through tailoring. Be it the blazer, trousers or full suit, checks will be the key print for formal wear. | Salmon pink will be a hot colour for formal wear. A hot pink tie would look great set against a navy suit and light blue combination. Pink comes in a variety of shades. Opt for the tone best suiting your skin tone and build up from there. | Wide cut trousers will be in trend instead of the traditional slim cut styles. Just bear in mind your overall silhouette. | Head-to-toe tonal dressing is a hit. Most men already own a wide variety of neutral pieces, so this trend can be experimented with what you have already. | Chunky scarves and oversized shawls will do the talking this season. Make it your statement accessory. |



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THE TIMES OF INDIA

The Times of India, 27<sup>th</sup> September, 2015

Shobita.Dhar@timesgroup.com

Is the Indian male going from fashion dud to stud? Going by the growing footprint of menswear on Indian runways, it looks as if designers seem to think so. Faced with an over-crowded ladies market, many appear keen to outfit the modern man.

So much so that established womenswear designers like Manish Malhotra, who has dressed many Bollywood heroines over the years, has decided to introduce a men's line, The Gentleman's Club. At the recently-concluded Lakmé Fashion Week in Mumbai, he presented tuxedos with velvet shawl collars and jackets with contrasting lapels to a packed hall.

"This new collection is for the confident, impeccably groomed man who likes to mix it up — a modern perspective blended with rich Indian tradition," says Malhotra.

## SPENDING ON DRAMA

The demographic driving the growth, according to analysts, is the Henry (high earner, not rich yet) and the Yummy (young, urban male). And designers are catering to both these segments. So there are bespoke handmade shirts made with 200 thread count cotton for the mature corporate honcho as well as shorts with quirky prints for the 30-something social media manager.

Whether they're Henry or Yummy,

With floral blazers, printed shorts and draped kurtas, men's fashionscape is getting busier and buzzier

## DESIGNS ON men



**FINE LINES:** Men are now open to drama in clothes. (Left) Trousers by Quirk Box and an Antar-Agni kurta



men seem to be finally warming up to the idea of experimenting with cuts, colours and style. Designer Suket Dhir points out that the trend started a few years ago with bright, printed socks and coloured trousers, and now men's clothes have come of age. "I am happy to see men embrace drama in clothes," says Ujjwal Dubey, 28, who launched his fashion brand Antar-Agni a year ago. Priced between Rs 11,000 and Rs 18,000, his signature long kurtas are usually collarless and drape well.

Ashish N Soni, one of the first menswear designers to open a store way back in 1992, believes that the entry of foreign brands over the last five years has influenced men's sartorial choices. "It has been a blessing for us designers. Men spot a Rs 4.5-lakh suit at Tom Ford. But we offer it with the same quality and with the option of customization for around Rs 2 lakh," says Soni. He recalls a time when upper-class men in Delhi used to either buy their clothes abroad or get them stitched by family tailors in Connaught Place and Karol Bagh.

## POSTER BOYS

Nattily-dressed male celebs have also made a difference. Actors like Ranveer Singh, Ranbir Kapoor, Siddharth Malhotra and cricketer Virat Kohli wear edgy designs on very visible public platforms for all to see and follow. At a recent function in Mumbai, Ranveer Singh showed up wearing Mappet-print

pyjamas and fluffy Sylvester slippers.

A white and blue floral blazer by designer Sailex that Ranveer Singh wore to a Dil Dhadakane Do promotional event has made it to fashion blogger Tejeshwar Sandhu's wishlist. Sailex, a Manipuri designer, debuted this year at Lakmé Fashion Week with a collection that had some interesting pieces for men, including cotton jump-

has already dressed Fortis' Malvinder Mohan Singh, Urban Ladder's Ashish Goyal and Praveen Sinha of Jabong. "These men understand details like customized collars and the beauty of hand-made shirts," says Anupama Sachdeva, creative head at Pezalli.

Menswear veterans too have a loyal clientele. Celebrity chef Kunal Kapur admits to his weakness for Rohit Bal's opulent creations. "Very often I need to attend events at the last minute, and his jackets add just the right dash of glamour. All you need to do is pair it with a classic shirt and denims and you are ready to go," says Kapur. Sumeet Yadav, CEO, Nando's India, is a fan of Rajesh Pratap's understated garments. "His cuts are refined, sophisticated and have a subtle European feel which I like," says Yadav.

## FUTURE FORECAST

But designer menswear has a long way to go. It constitutes a very small part of the overall designer wear market in India, which is not even 1% of the total apparel retail market. The road blocks include high cost and quality control. Troy Costa, who has designed for stars like Hrithik Roshan and Saif Ali Khan, says there is a shortage of skilled workers and retail infrastructure as well as lack of demand. Limited space offered by fashion stores and boutiques is another problem. "If there are 50 pieces for women in a store, there'll be only two for men," says Dubey.

The demographic driving growth is Henry, an acronym for a person who is a 'high-earner not rich yet'

suits. "I feel that new age designers like Sailex are the perfect pick for those who want to experiment without spending much," says Sandhu whose blog Blueberry Blackout encourages men to experiment with looks.

## BESPOKE BAZAAR

For those who can afford it, there are now Indian alternatives to shopping abroad. Pezalli, a Singapore-based bespoke men's fashion and styling brand, set up shop in Delhi earlier this year and



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The Pioneer, 25<sup>th</sup> September, 2015

## For the debonair in you

In the ongoing fashion weeks, we see a dash of fun being incorporated in menswear collections as designers play with various colours and fabrics. But many design houses plan on sticking to their classics with a few new elements. By RUPINDER KAUR

In the wise words of Barney Stinson, "suit up" and be on a mission like the dapper Mr Bond. Maybe check the 'most stylish' men on the Oscar or Cannes red carpet and then turn to oh-so-handsome Justin Timberlake looking suave in his *Suit & Tie* music video with another stylish gent Jay Z puffing on a cigar. How about add in a scarf and a homburg hat for a more bohemian look like the beloved pirate Jack Sparrow aka Johnny Depp. But you may want to step away from getting caught with the Yeczy bug (rapper Kanye West's fashion line). His over-sized knitwear, hoodies and sweatshirt in earthy and military hues were also termed as "future slave gear" and slammed by many other critics.

The autumn/winter collections by various luxury houses are showcasing their collections all over Burberry, for example, incorporated the leopard prints. They also featured dress shirts with mirror embroidery. Salvatore Ferragamo brought in some interesting knitwear with flamingo designs. Paul Smith went back to the 70s with high-rise waist trousers and puff jackets while Emporio Armani went for slim pattered jackets and bombers with leather detailing.

Men, by and large, have been a bit more conservative about what to wear and thus have limited garment options. For the brands to create something new season after season is quite a task. Karunesh Vohra, Creative Director, Louis Philippe, feels that men over the years have become far more experimental. "Today, the rules are lax. Having said that fortunately what excites men is quite different from what excites women. An admiration for crafting small changes in styling elements, fits et al., are things that differentiate men's wear brands."

Anupama Sachdeva, co-founder and designer behind premium shirt makers Pezalli shares, "Men these days are open to experimenting with looks and the clothes that they wear. Retailers have, therefore, started to push a new trend in menswear. We always endeavour to provide our customers with wardrobe staples that can be worn season after season but we also love to tempt them with some really powerful, avant-garde pieces to get noticed. We want them to feel fabulous all of the time. Our collections are designed by creative designers from Singapore who are bespoke tailors themselves. From the most comfortable unfused collars button down rolled collars a current trend in bespoke shirts to shirt safaris and



ombre to shirt kurtas, our innovative and radical designer men's fashion questions the boundaries which can be worn even by a corporate man."

For Angad Singh Malhotra, designer and owner of Mr. Fox, a bespoke luxury label for menswear and accessories, in order to keep it fresh, "different inspiration point every season" is needed.

"It begins with researching the inspiration thoroughly and then deriving designs, motifs and other sartorial elements from the research. Hence, every season, keeping our inherent aesthetic intact, we tap into different layers of our design ethos," he added.

Moving over the standard styles and cuts for jackets and suits are what many

international brands are experimenting with for their fall collections drawing inspirations from 60s and 70s as well. But many plan on sticking to the classic designs here.

"The fall 15 collection seamlessly showcased the Seventies rock 'n' roll references. A fur overdose, glam-rock jackets, skinny pants and velvety suits set the perfect mood for a retro nostalgia. These have been, for sure the runway trends for the season. However, our tailored wardrobe for the year seems to be a bit more on the practical side of the fashion swing. The real gentlemen will be experiencing quite the moment of glory this fall with the resurgence of evening glamour. This year, shirts are still going to be rather slim and form-fitting. Stick with that, at least as much as your body type and workplace will allow. Well, maybe not slim fit, but a tai-

lored one is what we call it. For the fall 15, the tailored wardrobe is getting an update with a modern take on heritage fabrics, updated double-breasted suits and statement overcoats. Color code blue breaks the style theory. When we say blue, we literally mean 'any blue': medium, indigo, light, navy all are the part of style equation," said Pezallis Sachdeva.

Mr. Fox's Malhotra says they've been working with interesting fabrics, some are also water resistant. "When it

comes to fabrics, we try to push ourselves beyond tradition, and consciously veer towards fabrics that have a technological edge, such as the Fresco fabric which does not wrinkle and the Aquaplan fabric which is water resistant," he informs.

Italian luxury brand Stefano Ricci's bespoke sales representative Paolo Rampino, too, shares that they research new fabrics for their new collections. "When it comes to jackets and suits, we usually stick to the classic style we've always followed but we've worked with 100 per cent cashmere and we have also blended cashmere with silk and wool. We stick to basic colours like grey, black and blue but when it comes to ties and shirts, we have different patterns and colours. For this autumn/winter collection, we have also worked with shades like dark green, light brown and dark purple. We will also come out with square jackets and cocktail jackets with SR monogram on the pocket," he tells us.

The ensemble is of course incomplete without those flashing classy cufflinks, trendy pocket squares, a cool pair of sunglasses, elegant broaches, dressy scarves, fashionable tie pin and swanky watches.

Jatin Khurana, founder of eyewear brand Mango Pickles shares, "I have worked on new ingredients for our sunglasses. The new range will showcase metallics and premium acetate. The collection will be rolled out soon in

market with uncompromising quality and contemporary materials used crafted to perfection. There will be wooden, light weight, rimless, premium acetate frames in contemporary urban shapes."





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Millionaireasia, May- June 2015 Issue

IT'S ABOUT LIVING LIFE TO THE FULLEST

# Millionaireasia®

Volume 1, Issue 6, 2015

India edition

## THE WONDER WOMAN

**Geetanjali Kirloskar**  
*The 24/7 mother and 365 day entrepreneur on how she balances life and the numbers*

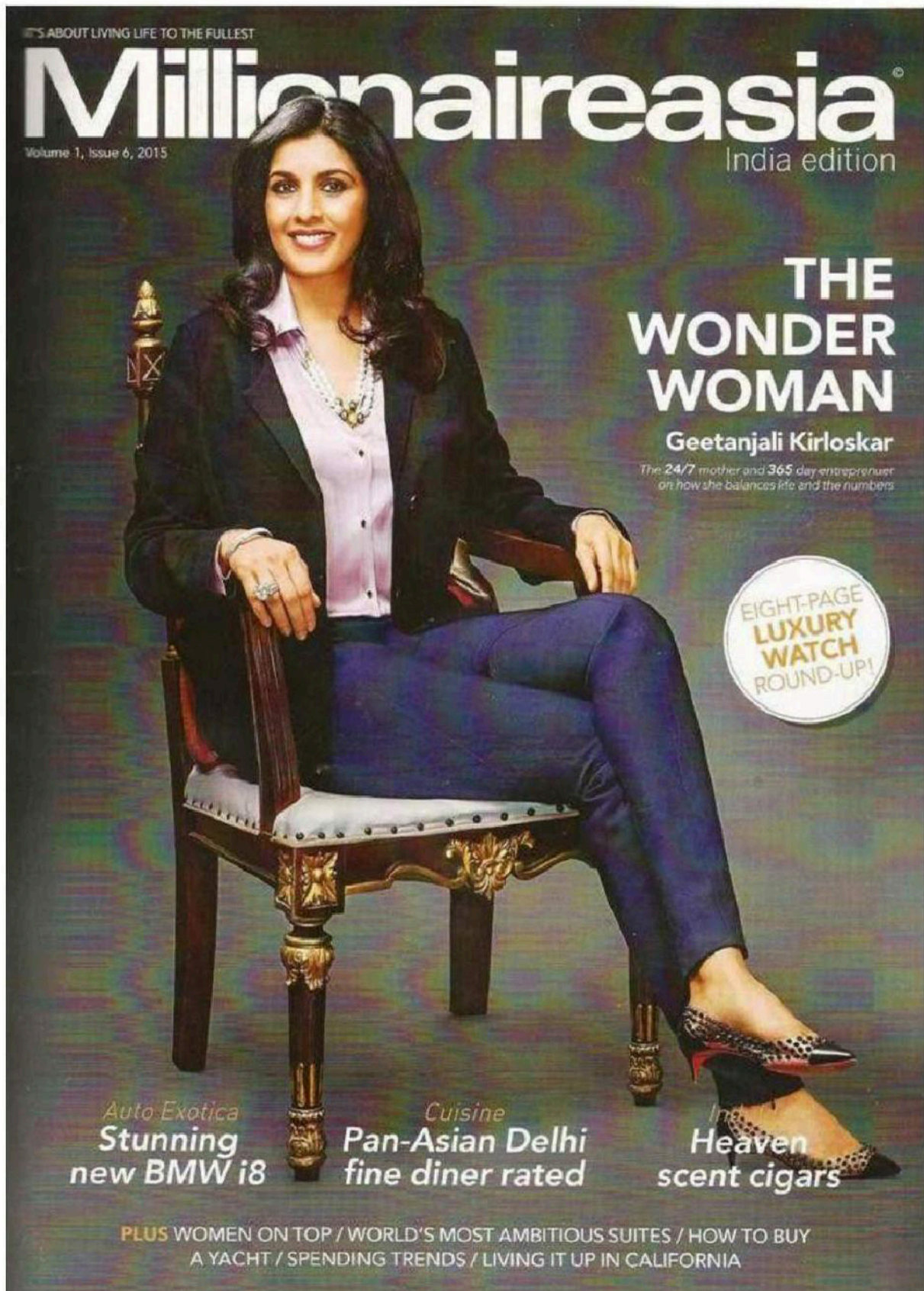
EIGHT-PAGE LUXURY WATCH ROUND-UP!

*Auto Exótica*  
**Stunning new BMW i8**

*Cuisine*  
**Pan-Asian Delhi fine diner rated**

*Ind*  
**Heaven scent cigars**

**PLUS** WOMEN ON TOP / WORLD'S MOST AMBITIOUS SUITES / HOW TO BUY A YACHT / SPENDING TRENDS / LIVING IT UP IN CALIFORNIA

The magazine cover features a full-page photograph of Geetanjali Kirloskar, a woman with long dark hair, wearing a dark blazer over a light pink shirt and dark blue trousers. She is sitting in an ornate, dark wood chair with gold-colored decorative elements. The background is a dark, textured green. The magazine title 'Millionaireasia' is prominently displayed in large white letters at the top. Below it, the text 'India edition' is visible. The main headline 'THE WONDER WOMAN' is in large white letters, followed by the name 'Geetanjali Kirloskar' and a short bio. A circular badge on the right side says 'EIGHT-PAGE LUXURY WATCH ROUND-UP!'. At the bottom, there are three teasers: 'Auto Exótica Stunning new BMW i8', 'Cuisine Pan-Asian Delhi fine diner rated', and 'Ind Heaven scent cigars'. A 'PLUS' section at the very bottom lists other topics like 'WOMEN ON TOP' and 'WORLD'S MOST AMBITIOUS SUITES'.

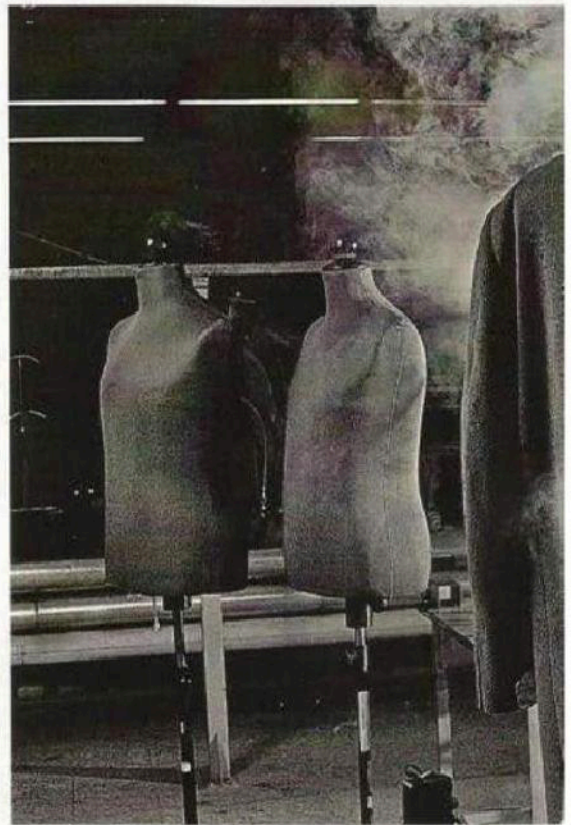
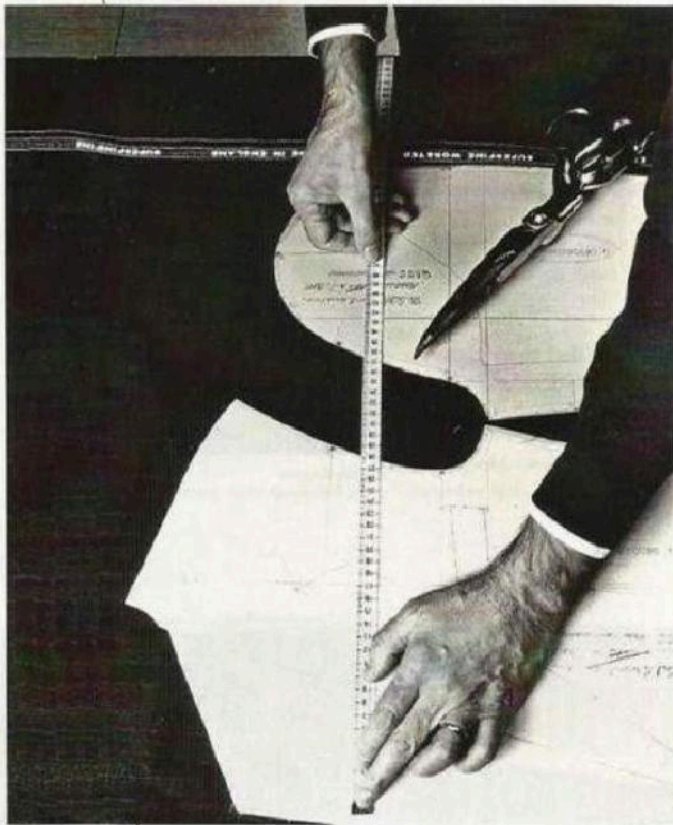


fashion

## ***The Model Millionaire***

Even the not-so-suave caveman knew the fundamental truth.  
What you wear is what you are.

BY ROCKY THONGAM



**I**f you are in a pinstripe-suit with a machine gun, who exactly are you? Al Capone or Bob Dylan? And if you love tuxedos and swimsuits, are you James Bond or Woody Allen? Dressing up is the subtle art of giving away exactly what you want yet withholding anything you don't intend to. The Marlboro man wears his western style without apology, exuding a macho image, never mind what the smoke puffs do to his lungs. The art of *Sprezzatura*—as Italian diplomat

and Renaissance author Baldassare Castiglione wrote in 'The Book of the Courtier', is the ability to display "an easy facility in accomplishing difficult actions which hides the conscious effort that went into them." Kings, generals, world leaders and gifted men for long have known the significance of dressing up the part. Bringing the game to home ground, MillionaireAsia ropes in three experts to answer the fundamental question. How do you dress up a model millionaire?



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## Anupama

Sachdeva is an ex-high flying banker and co-founder of Pezalli, a bespoke shirt making house.



## Mr. Q

is a textile printing expert and the creator of his own made-to-measure tailoring house.



## Muthur

Lai is a stylist, consultant and a custom wear creator.

When you have bag loads of cash, how can a shirt, a mere piece of cloth on your back, define you?

♥ **Anupama:** A bespoke shirt can be a work of art and can define who you are. An ordinary shirt, even from a luxury brand, may just flaunt the monogram, but a bespoke one becomes the measure of a man, because this shirt is cut to his exact measurements and perfected

through several fittings. A bespoke consultancy for a made-to-measure shirt includes expert style consultations, advising in the choice of design details, fabrics and colours that best suit each person's physique, skin tone and their individual lifestyle.

♣ **Mr. Q:** It's also to do with the cut of the clothing that can give you the perfect millionaire look. It is the

intangible that sometimes sets apart true style from aspiring style. At Pezalli our shirts are handcrafted in with a practically invisible 23 stitch per inch single-needle lockstitch method for an iconic, must-have French seam. There are many subtle differences which turn an ordinary garment into a masterpiece. Examples can be Australian mother of pearl buttons with wrapped shanks



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fashion



“Sharp dressed men definitely look more disciplined and people take them seriously against the ones who are sloppily dressed”

that slip easily into the buttonhole, a signature reinforced gusset — all complementing luxurious Italian and Egyptian Giza cottons for unparalleled softness and comfort.

**Mathew:** Why should a man, who has everything, be limited in his choices of cloth? A millionaire has the wherewithal to order the finest of fabrics for his clothes from the best mills of the world which include Sicstess, Thomas Mason, Atlier Romantino, Zegna, Scabal, Grandi and Rubinelli to name a few. His choice of colour and pattern is thus also much more varied.

Millionaires have always known why they need financial consultants. Why have image consultants become so vital lately?

**Anupama:** India was the truest headquarter of opulence and luxury. Even our well-off grandfathers had master tailors and craftsmen to create the perfectly bespoke garments for them. In the modern context, every millionaire needs to create the right look, for power dressing at the boardroom to the red carpet as well. In a head to toe 90 minute session, an image consultant and stylist identifies your style personality, classifying your skin tone as per the four seasons, and identifies your body shape. She helps design and choose fabrics and fits which best compliment the skin tone and your personality.

**Mr. Q:** Today's millionaire is a global citizen and has to create a splash not just in India, but in many other countries and cultures as well. He has to dress the part, and be able to create a distinct image for himself. This is



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where the role of an image consultant comes in. He helps to create bespoke style for the jet-setting magnate which is harmonious with his lifestyle.

**Mathew:** It is precisely the millionaire who needs an image consultant's advice. He does not have the time to scan fashion magazines to see what is in fashion. Nor, does he have the time to go and shop for outfits or accessories. An image consultant can step in and offer extremely valuable services to the time-starved, but cash rich millionaire who needs to showcase impeccable taste at all times, for every special occasion.

**So what should we really invest into to look sharper? What are the basic things to remember?**

**Anupama:** How you look is how you feel. Thus, taking out those five minutes to look well turned out becomes very important. It is the attention to details that can make your look the winner. A basic white shirt, in the best quality fabric is a must-do. Similarly, a dapper navy blazer looks good when you plan on playing it safe.

**Mr. Q:** Look sharp at any formal event with a smart black tuxedo. Invest in a suit that has all weather fabric and can be worn for those occasions where you need to play smart or safe. Avoid a pink shirt unless you are very fair. A French Blue shirt is a must in any wardrobe.

**Mathew:** Sharp dressed men definitely look more disciplined and people take them seriously against the ones who are sloppily dressed. Invest in a good haircut, as well as a basic black belt and basic black shoes.

Accessories can surely perk up the duller wardrobe.

**Image with substance is important. But do we push the envelope too much when we get down to matching iphone cases with our tie?**

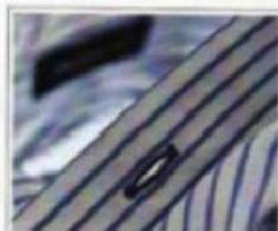
**Anupama:** Never underestimate the power of details. We are not talking here about the fashion junkie who will match his iphone cover to his tie, but the man whose meticulous attention to his wardrobe shows us that this is a man who means business. Well groomed and well preserved clothes are a must for everyone. Details can be from the cut of your garment, to the simple watch you wear; to the fact that your accessories are well matched.

**Mr. Q:** There are some basic rules to maintain style with substance for a man. Never wear more than three pieces of jewellery at a time. Pay attention to your supporting pieces. A Tweed or heavy lumpy jacket will look out of place with a silk-wool pant. And t-shirts with fashion logos and funny messages are for teenagers.

**Mathew:** Details are the subtle things. A smartly matched pocket square or tie. Plain shirts with a smartly designed pocket or collar. It's not about over-accessorising or being flashy. It is about not sweating the small stuff and actually taking the pains to dress smartly.

**How does a Pezalli put panache between the skin of a man and his shirt?**

**Anupama:** The uniqueness of the Pezalli shirt, comes from the choice of fabrics, attention to detail in terms



55 steps, 27 separate pieces and 200 minutes goes into crafting a bespoke Pezalli shirt

of craftsmanship and the customised aspect of creating the perfect and unique fit for each individual. The shirt is produced in a state of art facility in Ghitiorni, New Delhi set up with complete German technology and machines and employing and training locals and women seeking employment. All this plus the distinctive finishing touch of your custom embroidered monogram, makes the Pezalli shirt a collector's item that will have pride of place in your wardrobe for many years to come.

**Mr. Q:** For us at Pezalli it is the attention to detail and the joy of aesthetics is the emotional dimension of Pezalli. We emulate the essence of traditional craftsmanship of imperial origins and re-construct it with modern and sophisticated designs to produce an exceptional piece of workmanship.

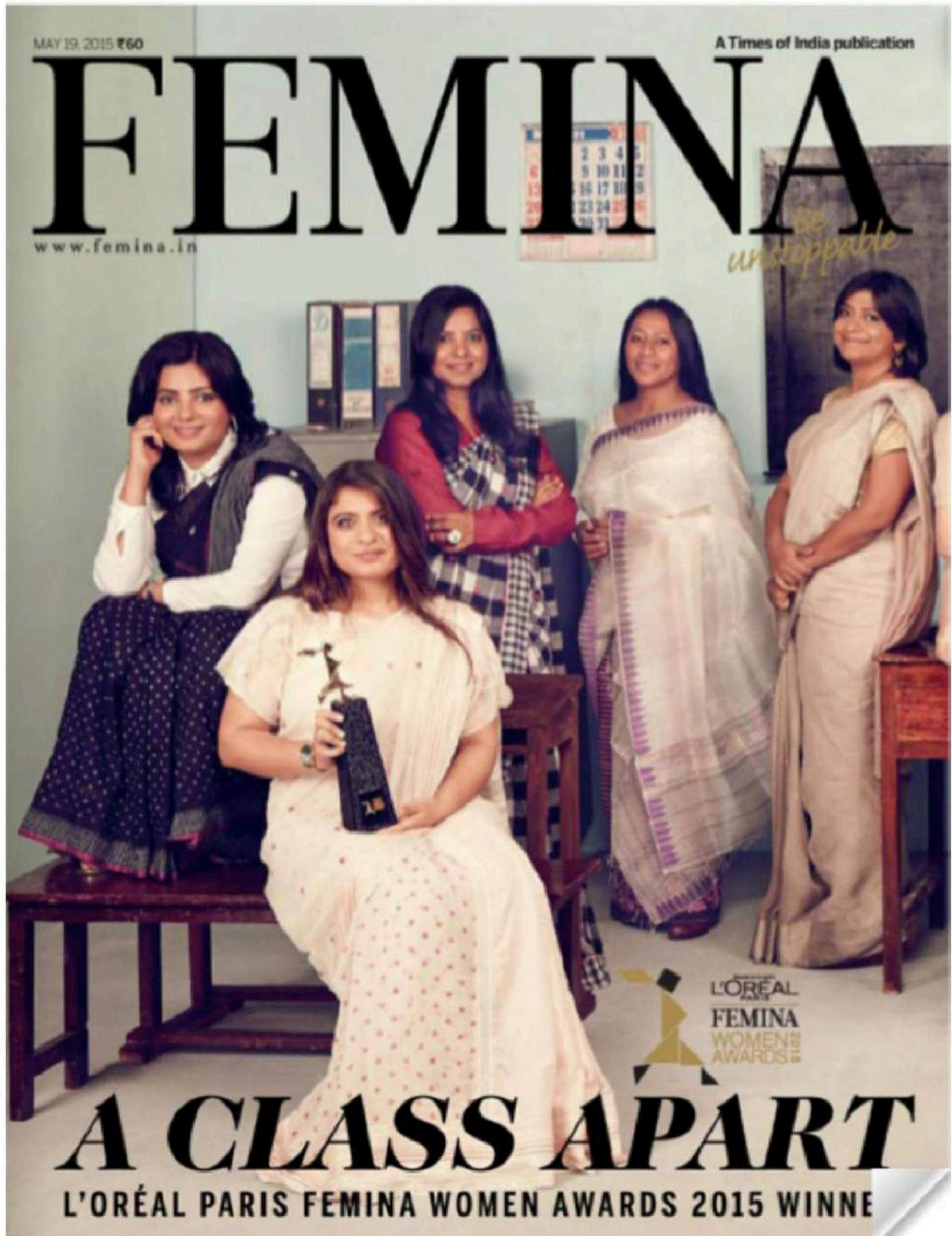
**Mathew:** 55 steps and 300 minutes goes about to make a bespoke shirt in Pezalli from 22 separate pieces.



PEZALLI

*Bespoke tailoring with finest craftsmanship*

Femina, May Issue, 2015





# PEZALLI

Bespoke tailoring with finest craftsmanship

interview

## BESPOKE *luxury for men*

The co-founder and creative head of Singapore-based luxury shirt makers Pezalli, Anupama Sachdeva talks about her passion. By **Kavita Devgan**

**From banking to bespoke dress shirts—how did this change happen? And how did you train yourself for it?**

Even though I did my MBA from a prestigious Indian B school and had a high flying job with a leading bank, I knew that I would enjoy doing something creative much more. So when I relocated to Singapore, I decided to polish the creative sewing skills that I had learnt from my grandmother. I enrolled in the Lasalle College of Fine Arts to study shirt, suit and trouser making, and what began as a hobby quickly turned into a passion and a quest to create that ultimate shirt. The result of this quest is Pezalli.

**How did you spot a gap in the market for high quality bespoke shirts for men?**

Singapore had almost 500 good tailors, but most used a technique of 'Made to Measure', which was not as personalised as bespoke. Shirts, as garments, are an integral part of men's dressing and particularly for Singapore due to the tropical climate. I noticed that while

most good custom tailors place high emphasis on making good bespoke suit, a shirt is usually just treated as an accessory. So during my shirt making course at Lassale, I emphasized on learning more about the bespoke shirt making from my 'Guru' Master Tailor Thomas Wong, the then President of the Singapore Master Tailors Association.

**What really is the USP of your handcrafted shirt?**

The fit, workmanship and bespoke pattern cutting: It's what Pezalli is all about. 55 steps and 500 minutes go in to making a bespoke shirt in Pezalli from 22 separate pieces. The shirts are entirely handcrafted combining the best of both traditional craftsmanship and modern German technology.

**You offer a complimentary session with your stylist for makeovers for both men and their spouses. Tell us about it.**

Style personalities, skin tone, body proportions and contrast features are a few classifications and parameters based



on which the clothes can be chosen to best compliment you. Identifying these parameters helps you to understand what fits and cuts, designs, lines, prints, textures and colours suit your body shape and skin tone based on your style personality. Style personalities may be romantic, classic, dramatic and natural,

each with their unique style preferences. I believe that it is equally important for spouses to understand this as most men are heavily dependent on their spouses to choose their clothes.

**Tell us about your short term and long term plans?**

We want to extensively

target the new markets like India, Japan, Scandinavia and US, which have a huge demand for bespoke now. We are planning to target eight metros in India to start off with and gradually expand to the other parts of India through our stylist and image consultants from the Image Consulting Business Institute. ■



# INDIA Forbes

## BEYOND THE GOLIATHS

You needn't be a multi-product behemoth to become an ecommerce success story. Consider the rise of the verticals and the enablers



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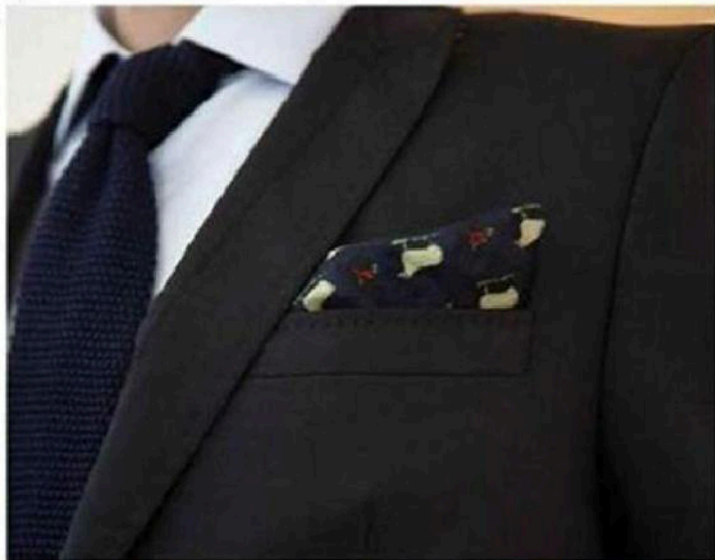


# PEZALLI

Bespoke tailoring with finest craftsmanship

## Forbes

Forbes Issue, 20<sup>th</sup> March, 2015



BRAND FEATURE

## PEZALLI

*A Sublime Sartorial Experience*

### Bespoke Experience with an Image Consultant

*There can be few experiences more satisfying than the discreet pleasure of wearing a crisply laundered bespoke shirt exclusively styled and tailored for you.*

Pezalli guarantees perfectly fitting bespoke shirts made to exacting Italian standards. Our master tailors take over a dozen upper-body measurements before cutting your bespoke shirt, ensuring the perfect fit, uniquely tailored to your personal requirements.

We are among the rare few, whose bespoke service includes expert style consultations by an image consultant, advising you on the choice of design details, fabrics & colours that best suit your physique, skin tone and lifestyle.

Choose from a range of over 2500 fabrics sourced from the finest mills of the world and 15 different collars and cuff styles.

The shirt is handcrafted in the highest stitch count of 23 stitches per inch with a must have french seam, and hand wrapped Australian mother of pearl buttons. In addition, a distinctive finishing touch of a hand-embroidered monogram, makes your Pezalli shirt truly one of a kind.

Service available through appointments at:  
New Delhi | Mumbai | Bangalore | Pune  
Chennai | Hyderabad | Kolkata | Chandigarh

To book an appointment,  
Write to us at [info@pezalli.com](mailto:info@pezalli.com) or  
Call on +91-9015199000

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