

# A fitting end to the ill-fitting American suit

## A suitable man to spark a men's clothing revolution



Consider this proposition. Would you rather pay the same sum for a single, off-the-peg, chain store suit cut by a computer and sold to you by a spotty boy who thinks side vents are to be found on a Lambretta scooter, or for two bespoke, custom cut, hand-stitched suits, measured and sold to you by a man for whom suits are a lifetime's passion?

American clothing chain store has a lot to fear from **Mr. Raja M Daswani** of Kowloon. If there were a global ambassador for men's suiting, Mr Daswani, who owns and runs Hong Kong's biggest tailoring business, would be that man. He and his family team measure and make hundreds of suits a week for discerning clients across the world.

Indeed, so successful is **Mr. Daswani**, that – a little unnervingly as he is measuring you up – he freely admits he doesn't really need to work any more: 'My team is as experienced as I am. But I just love men's suits and I

wouldn't feel right sitting at home. It's not a business. It's a mission.

'I love seeing customers walk in a really bad suit that cost them a fortune and walk out in one of our suits that's perfect in every way, made with a good heart in a superior fabric for a half or a quarter as much.'

The price of a Daswani shirt and suit are astonishing. We are talking from US\$39 for a custom shirt and US\$289 for a fully lined, made-to-measure summer suit in a lightweight wool or linen, to US\$450 for a 100 per cent wool, entirely hand finished suit in a British cloth, with every refinement from handmade button holes to knee lining. Even the most expensive suit, made in deluxe superfine wool for US\$2500, costs a third less than it would on **Fifth Avenue or Beverly Hills**. Raja Daswani may be based in Hong Kong, but his sartorial mission to the badly dressed and overpaying American customer brings him to the USA as often as once every three

months. He and his team take over hotel suites in major cities, so American customers can make an appointment and get the full Kowloon Monty.

**AMERICAN CLOTHING CHAIN STORE HAS MUCH TO FEAR FROM MR. DASWANI**

Measurements and digital photos are taken here and emailed to Hong Kong. Often, your suit will be started on by a tailor 10,000 miles away before you've even left the hotel. You can have it couriered within 3 weeks, or wait for a second fitting when the Raja team hits your town again.

It now remains to see whether the Raja revolution, with its inspired mix of artistic flair, entrepreneurial genius and digital technology, will see the end of the off-the-peg American chain store suit. On price alone, it's a sartorial solution that will even please the Suits in accounts.

**Business hours 10am - 8pm**  
(by appointment only)

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Only activated during our stay

Website: [www.raja-fashions.com](http://www.raja-fashions.com)

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We will also be visiting other major cities in AZ, CA, CO, GA, PA and TX.  
Please visit [www.raja-fashions.com](http://www.raja-fashions.com) for all full schedule

Please ask for Raja Fashions or Mr. Daswani's suite when you arrive at the Hotel

F.T. June 4, 2011