

DESIGN-THEM-YOURSELF TROUSERS FOR MEN



RETAIL

Despite covering plenty of design-it-online sartorial services for women, such as [Studio 28's dresses](#) and [Elemental Threads' handbags](#), there's been a comparative dearth of men's DIY design services. Aiming to remedy that, LA-based clothiers [Franklin + Gower](#) let style-savvy men customise their trousers with an eye-catching (or subtle) trim in a fabric of their choice. Visitors to Franklin + Gower's website select a fabric base in relaxed or slim fit and then pick seams in designer fabrics, retro prints or a classic piping of their choice. Alternatively, a selection of tried and tested styles are also on offer. The pants are manufactured in Los Angeles and, regardless of pattern or fabric, cost USD 185. Bermuda shorts are available for USD 145. The business principally operates online (although appointments can be made at its LA location) and products are entirely made-to-order, which eliminates overstocking. While currently focused on men, the brand will soon reach out to women, too: Franklin + Gower have plans to expand their inventory to include bags, glasses and women's wear. (Related: [ShirtsMyWay's custom dress shirts](#).)

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