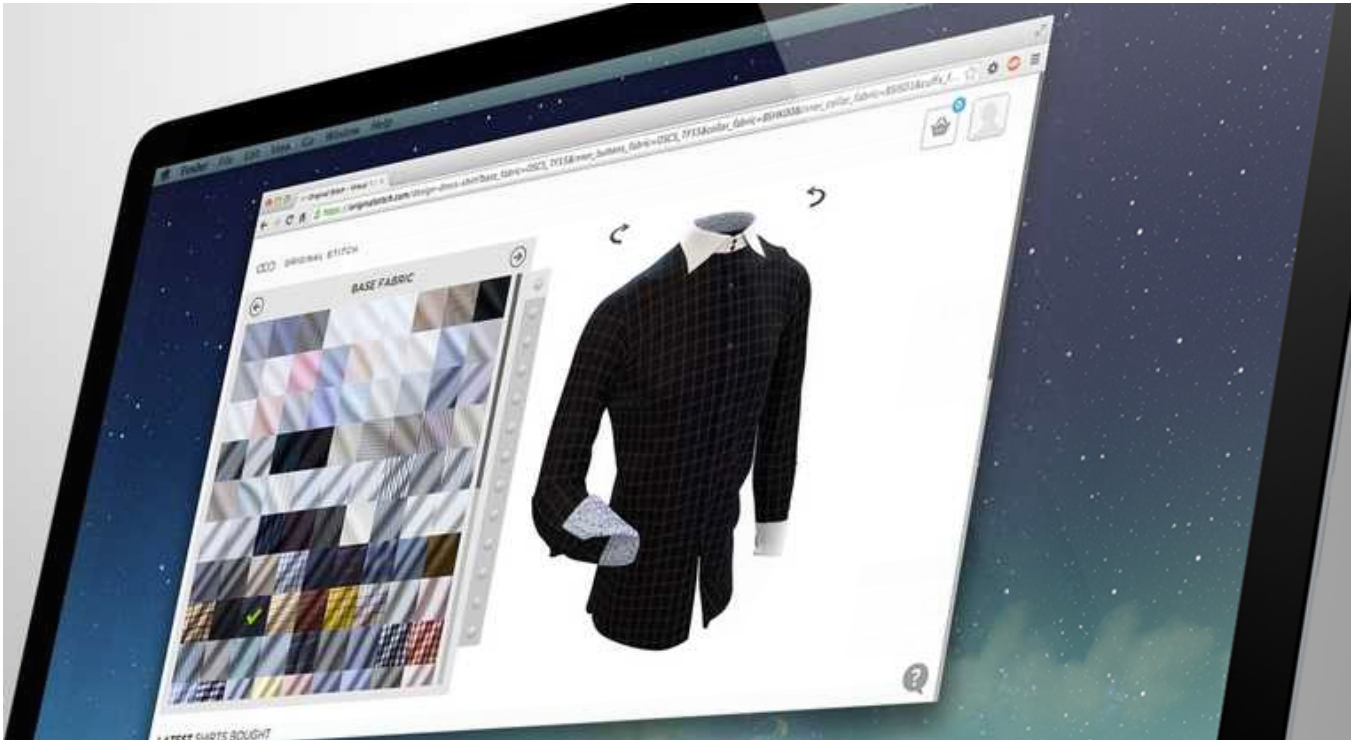


Hyper-customizable men's shirts offer over a billion options



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Consumers come in all shapes and sizes and have their own individual tastes, meaning that mass-manufactured fashion often falls short. We've already seen companies such as [Stantt and Threadmason](#) offer up to 50 different shirt size options, and now [Original Stitch](#) is enabling customers to truly personalize shirts with their choice of fabric, color, pattern and design, providing over a billion possible permutations.

Members first choose whether they want a smart or casual shirt. They then go through a 14-step process to decide almost every element of the shirts design, including obvious choices — such as the type of cut, whether they want long or short sleeves, collar styles, or a pocket — as well as more subtle elements like the fabric of the inner collar and cuffs, button design and even the inclusion of a monogram (and it's font, color and location). The details of every order Original Stitch receives are sent to tailors in Japan, who make each shirt on demand using software-integrated fabric cutting machines. The shirts take around two weeks to be created, but the process keeps costs down to between USD 75 and USD 120.

Watch the video below to see a demonstration of the custom shirt generator:

Original Stitch essentially aims to do for the global shirt industry what Nike iD is doing for sneakers, tapping into a USD 10 billion a year market. Are there other ways to enable consumers to customize their clothes on such a granular scale as this?

Website: www.originalstitch.com

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