

A fitting end to the ill-fitting Aussie 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?

The Aussie 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 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 AUD\$298 for a fully made-to-measure summer suit in a lightweight wool or linen, to AUD\$598 for a 100 per cent wool, entirely hand-finished suit in a British or Italian cloth, with every refinement from hand-made buttonholes to knee lining, exotic jacket linings and double thickness pockets.) Even the most expensive suit, made in deluxe superfine wool for AUD\$3,000, costs a third less than it would in Sydney.

Raja Daswani may be based in Hong Kong, but his sartorial mission to the badly dressed

and overpaying Aussie customer brings him to Australia as often as once every two months. He and his team take over hotel suites in major cities, so Aussie customers can make an appointment and get the full Kowloon Monty. Measurements and digital photos are taken here and emailed to Hong Kong. Often, your suit will be started on by a tailor 6,000 miles away before you've even left the hotel. You can have it couriered within a week or so, 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 Aussie 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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(Activated during our stay in Australia)

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