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LISTE ROUGE'S FLAGSHIP STORE IN PARIS



PERFECT FIT

In the age of mass production, many fashion - and comfort - lovers refuse to give up on custom made shirts. It's not just the best solution for getting a perfect fit, but custom tailoring also allows you to choose the cuff, collar, and cloth you like best. From the traditional Ascot Chang to the sophisticated Liste Rouge from Paris (which recently opened in New York), there are a number of good alternatives to ready-to-wear. For novices, it's best to start with a white shirt with a European collar and French cuff that can be worn as equally well with jeans as with a suit. Thomas Pink offered a fitted model last year that we recommend with more formal wear, such as those designed by Hedi Slimane for Dior. For more classic tastes, know that nearly every designer offers the option of embroidering your initials at a cost of roughly fifteen dollars.

