

THE NYC DRESS SHIRT GUIDE

*Construction · Collar & Fabric Literacy · RTW by Tier
Bespoke & MTM in NYC · Smart Casual*

Edition 1 · 2025/2026 · Finance & Business Context

*A field guide for the discerning buyer — from Finamore RTW
to bespoke at Central Park South.*

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How to use this guide: Parts I–III build literacy — read once, refer back. Part IV maps the RTW landscape you're already in (Finamore, Borrelli). Part V is your NYC directory. Part VI covers the open-collar side of a finance wardrobe.

PART I — CONSTRUCTION

What Separates a Great Shirt

Unlike suits, where school of tailoring dominates the conversation, shirts are evaluated primarily on construction quality and fabric. The same weave in different hands can produce a shirt that costs \$180 or \$800. Understanding what you are buying changes how you shop.

Single-Needle vs Double-Needle Stitching

The side seams of a shirt reveal its construction tier immediately. **Single-needle** stitching runs one row of stitches on each pass, requiring the seam to be sewn twice — once from each side. The result is a flatter, cleaner seam with a finer finish. It is slower and costs more. **Double-needle** (or chain-stitch) stitching runs two parallel rows simultaneously, producing a visible ridge on the inside of the seam. All volume production shirts use double-needle. All quality Italian shirtmakers use single-needle throughout.

Canvas vs Fused Collar

The collar interlining determines how a collar behaves over time. **Fused collars** use heat-activated adhesive to bond the interlining — they look crisp when new but bubble, delaminate, and lose shape after repeated washing. Nearly all department store shirts and most mid-range RTW use fused construction. **Sewn interlinings** (sometimes called "soft" or "floating" collars) are stitched in place and move with the fabric. They require more labor but hold their shape indefinitely and develop a natural roll. Neapolitan shirtmakers historically preferred a lighter, softer interlining that gives the collar a more relaxed roll — distinct from the stiffer English tradition.

Hand-Stitched vs Machine Buttonholes

Buttonholes are the single fastest quality indicator on a shirt. Machine-cut buttonholes have a mechanical regularity and often a small bar tack at each end. **Hand-sewn buttonholes** have a slightly irregular, rounded appearance, a visible keyhole shape, and buttonhole silk that wraps continuously around the opening. At the highest level (Charvet, Finamore bespoke, Neapolitan makers), even the cuff and placket buttonholes are done by hand.

Gussets

A **gusset** is a small reinforcing triangle of fabric at the hem corners where the side seam meets the hem. It prevents tearing at a stress point. Present on all quality shirts; absent on most fast fashion. Side gussets also appear at the armhole/body junction on some Neapolitan shirts, allowing greater movement.

Mother of Pearl Buttons

Plastic buttons vary from translucent to chalky. **Mother of pearl** has a natural luminescence that catches light differently at every angle. It also feels noticeably different — denser, cooler, smoother. On any shirt above \$200 RTW, expect MOP. Some makers use **corozo** (a natural vegetable nut) as an alternative — warmer in tone than MOP and very durable.

The Split Yoke

The yoke is the panel across the upper back/shoulder. A **split yoke** is cut in two pieces with the grain running in opposite directions, allowing each side to conform independently to the shoulder and reducing pulling across the back. A single-piece yoke is a cost-saving measure. All serious shirtmakers use split yokes.

Placket Construction

The placket (the button band down the front) can be **machine-sewn**, **hand-run stitched**, or in Neapolitan tradition, finished with a very fine **double stitch** on the face. Some Neapolitan makers leave the placket entirely without a separate band — the fabric folds on itself, giving a cleaner front line. This is called a **plain front** or **Neapolitan placket**.

Quick checklist when handling a shirt in a store: (1) Turn inside-out — look at side seam for single-needle. (2) Feel the collar — flex it; a fused collar resists and crackles slightly. (3) Check buttonholes — irregular/hand-sewn vs mechanical. (4) Inspect hem corners — gusset present? (5) Look at buttons under light — MOP will shimmer and vary; plastic will be uniform.

PART II — THE COLLAR GUIDE

Full Taxonomy with Finance Context

Collar choice is the most visible decision in shirting. The wrong collar on the right suit undermines the entire look. Below is the full taxonomy with notes on where each collar sits in a finance/business context.

Collar Type	Spread	Best With	Finance Context
Point / Straight	Narrow (2–3")	Slim ties, suits	Conservative / traditional banking
Semi-Spread	Medium (3–4")	Most ties, versatile	★ The banker's workhorse — works with everything
Wide Spread / Cutaway	Wide (4"–6"+)	Wide ties, modern suits	Boardroom authority; requires strong tie knot
Tab Collar	Narrow, tabbed	Slim four-in-hand	Very Wall Street; forces tie knot forward
Pin Collar	Narrow, pinned	Bar or straight pin	Classic NYC finance look; slightly formal/vintage
Club / Round	Rounded points	Solid ties, patterns	English heritage; confident choice
Button-Down (OCBD)	Soft, low	No tie, odd jacket	Smart casual; not with a suit in formal finance
Mandarin / Band	No collar	No tie, luxury casual	Only works open-collar in casual contexts

Collar Height & Stance

Beyond spread, collar **height** (the band measurement) determines how much collar shows above a jacket. A standard band is 1.5". Taller bands (1.75"–2") are a hallmark of English shirtmakers (T&A.; New & Lingwood) and give more presence above the jacket. Lower bands (Neapolitan tradition) sit softer and show less. For finance contexts, a medium-to-tall collar band is correct.

Interlining Softness — The Italian vs English Divide

English shirtmakers (Turnbull & Asser, New & Lingwood) favor a moderately stiff interlining that holds the collar upright all day. Neapolitan makers (Finamore, Borrelli, Kiton) use lighter interlinings that allow a natural roll and slight relaxation — beautiful but less structured. For a finance environment, the English approach telegraphs authority; the Neapolitan approach reads as more Continental and relaxed. Both are correct — a matter of personal register.

Finance Collar Hierarchy (most to least formal): Pin collar → Tab collar → Wide spread (with large knot) → Semi-spread → Point. The semi-spread is the correct default. Button-downs are reserved for smart casual or open-collar business casual only.

PART III — FABRIC GUIDE

Weaves, Mills & What They Actually Mean

The Weaves

Weave	Character	Best For	Notes
Poplin / Broadcloth	Crisp, smooth, light	Formal dress shirts	The default business fabric; shows sweat
Oxford (standard)	Casual texture, heavier	OCBD, smart casual	Not appropriate under a fine suit
Royal Oxford	Subtle basketweave, dressier	Versatile — tie or open collar	The refined upgrade from plain Oxford
Pinpoint Oxford	Finer than Royal Oxford	Business casual	Softer hand than poplin; slightly informal
End-on-End	Fine two-tone weave	All business contexts	Reads as textured solid; very versatile
Twill	Diagonal texture, drape	Dress shirts, all occasions	Softer than poplin; slightly informal drape
Herringbone	V-pattern texture	Smart casual, odd jacket	More visual interest than twill
Dobby	Woven geometric pattern	Business with character	Pattern in structure, not print
Jacquard	Complex woven pattern	Formal + personal expression	Self-stripe, geometric, floral variants
Voile / Batiste	Very sheer, ultra-light	Summer formal, black tie	Requires undershirt

The Mills

The mill name on a shirt (or offered by a shirtmaker) is a proxy for fabric quality. The same weave from different mills can vary enormously.

Thomas Mason (UK)

The benchmark English mill; used by most serious shirtmakers worldwide. The Goldline and Silverline are their premium tiers. Clean, reliable, consistent — not the most sensual hand but impeccably finished.

Alumo (Switzerland)

Swiss precision with exceptional softness. Alumo fabrics have a particular luminosity and feel. Preferred by many Neapolitan makers and high-end bespoke houses. Slightly more expensive than Thomas Mason.

Albini Group (Italy)

Italy's largest premium shirting mill. Extremely broad range — from workhorses to their finest Sea Island and Egyptian cotton lines. Very consistent quality. Look for the Albini name on maker swatch books.

Soktas (Turkey)

The premier Turkish shirting mill, producing exceptionally fine long-staple cotton. Widely used by mid-to-high tier shirtmakers. Excellent value for quality.

Monti (Italy)

Italian mill known for bold patterns, checks, and stripes. Strong design capability alongside quality base fabrics. Common in Italian RTW.

Canclini (Italy)

Specialty in fine-count Egyptian and extra-long staple cottons. Beloved for softness and drape. Often used by Neapolitan makers.

David & John Anderson / DJA

Historic Scottish mill producing fine shirtings, particularly Oxford weaves. Less common today but found in older English bespoke inventories.

Leggiuno (Italy)

Premium mill particularly known for end-on-end and fine texture weaves. Often found in high-end Neapolitan RTW.

Special Fibers

Fiber	Source	Character	Price Premium
Sea Island Cotton	Caribbean (rare)	Silky, extra-long staple, lustrous	High — ~\$350-\$600/shirt RTW
Egyptian / Giza Cotton	Nile Delta	Fine, strong, soft	Moderate — common in quality shirtings
Supima Cotton	American Southwest	Long staple, durable softness	Low-moderate — good everyday option
Linen	Belgium / Ireland	Textured, cool, wrinkles	Moderate — summer only
Linen-Cotton Blend	Various	Linen texture, less wrinkling	Moderate — smart casual summer

Practical note on thread count: High thread counts in shirts are not straightforwardly better — very fine weaves (200s and above) can be too sheer and delicate for daily use. The best everyday dress shirt fabrics are in the 100–140 thread count range with good body and durability. 80s two-ply poplin is the classic workhorse.

PART IV — RTW BY TIER

\$100 to \$500+ — Where Brands Sit and Why

Given that you are already buying Finamore and Borrelli, this section maps the full landscape above and below your current tier so you have context — and identifies specific lines and retailers for NYC acquisition.

Tier 1 — Entry Luxury (\$150–\$300 RTW)

The zone where quality construction begins and fused collars largely disappear. Brands here use quality mills but cut costs on labor and finishing.

Brand	Origin	Price Range	Where to Buy in NYC	Notes
Charles Tyrwhitt	English	\$90–\$160	Online / Rockefeller Center	Good value; fused collar on base; non-iron available
T&A (Turnbull & Asser)	RTW Wyn St	\$275–\$395	57th St townhouse	RTW shares house fabrics; sewn collar on quality lines
Brooks Brothers	American	\$120–\$250	Madison Ave + multiple	OCBD heritage; uneven construction today post-bankruptcy
Paul Stuart	American	\$175–\$350	Madison Ave	Consistent quality; good semi-spread selection
Drake's	English	\$225–\$395	Armoury / online	Excellent fabrics, tasteful patterns; good open-collar shirts
Sid Mashburn	American	\$155–\$275	Online / Meatpacking	Clean American aesthetic; excellent value at tier
Proper Cloth (MTM)	US/Online	\$89–\$250	NYC showroom / online	Online MTM platform; very good for fit at price

Tier 2 — Your Current Tier (\$250–\$500 RTW)

The core of serious Italian shirting. Single-needle throughout, hand-sewn collars and buttonholes on the best lines, premium mill fabrics, and real construction integrity. This is where the return on spend is highest — and where the differences between houses become meaningful rather than marginal.

Finamore 1925 — Naples

\$250–\$450 RTW · The Armoury NYC (year-round) + online

The most accessible entry point into serious Neapolitan shirting. Founded 1925 by Carolina Finamore; now third-generation. Every shirt goes through twelve artisanal steps including hand-set sleeves (the "spalla camicia" — the slight crease at the shoulder that is deliberate, giving freedom of movement), hand-sewn collar, and hand-attached buttons with the classic Neapolitan lily stitch. Available in three fits: Naples (classic), Milan (slim), and Tokyo (fitted). The Armoury NYC carries a curated selection year-round and can advise on fit lines. Online via mrporter.com and directly.

- Key fabrics: Thomas Mason Goldline, Alumo, Canclini — listed on the swing tag
- Collar: soft Neapolitan interlining — rolls open beautifully without a tie
- Best for: your core dress shirt rotation; buy plain white and pale blue first

Barba Napoli — Naples

\$220–\$380 RTW · Online (MR PORTER, Farfetch, barbanapoli.shop)

Founded 1988 by the Barba family in the Neapolitan suburb of Arzano; now run by Lello, Mario, and Giorgia Barba. Often positioned slightly below Finamore in price but the construction quality is comparable and at their best the fabrics are superior. Hand-sewn collars, hand-stitched shoulders, and mother-of-pearl buttons throughout. The house aesthetic is a trim, modern Neapolitan — slightly dressier and more structured than Finamore, less relaxed than the classic camicia napoletana. Outstanding at linen and summer fabrics in particular.

- Key fabrics: Alumo and Thomas Mason Silverline; Canclini linen for summer
- Best lines: the Dandy shirting series and their linen programs
- NYC access: online only — MR PORTER and directly; no Manhattan retail as of 2026
- Best for: summer shirting, linen, and as a Finamore alternative at slightly lower price

Luigi Borrelli — Naples

\$275–\$475 RTW · Bergdorf Goodman + online

One of the oldest Neapolitan shirt houses; the Borrelli name is synonymous with the tradition. Slightly dressier and more structured than Finamore — collar band is higher, the overall cut is more formal. Their stripe game is exceptional: bold, clean, well-matched. Bergdorf carries a consistent stock of the core dress shirt range.

- Best for: bold stripes, higher-formality Neapolitan, boardroom-ready
- Collar: slightly stiffer interlining than Finamore — wears better with tie than open

Isaia — Naples

\$275–\$450 RTW · Isaia Madison Ave / Saks Fifth Avenue

Isaia shirts are made in-house and share the same house DNA as the suits: clean Neapolitan construction, excellent fabrics, slightly more fashion-forward palette than Finamore or Borrelli. Collars are soft-fused rather than fully soft — sits between the English and pure Neapolitan interlining approach. The Madison Ave store carries the full shirt range alongside the suit and jacket program.

- Best for: if you are already buying Isaia suits, the shirts are a natural complement
- Collar: semi-structured — works equally well open or with tie

Kiton — Naples

\$350–\$650 RTW · Kiton NYC (5th Ave) / Saks Fifth Avenue

Kiton shirts are made from house-woven fabrics — the mill is owned by the company — which is a meaningful distinction from brands buying from Alumo or Thomas Mason. Construction is exceptionally high: full handmade Neapolitan, hand-sewn collar and cuffs, hand-embroidered buttonholes on the top tier lines. At their price point you are buying into the full Kiton manufacturing ecosystem, not just a branded label on a generic Neapolitan shirt.

- Flagship Kiton NYC: 4 E. 54th St — carries the full shirt, bespoke, and accessories program
- Best for: top of the RTW pyramid; step below their full bespoke program

Also at Tier 2

Brand	Origin	Price Range	Where in NYC	Notes
New & Lingwood	Jermyn St	\$275–\$450	UES NYC boutique (6 E. 69th St)	English tradition; tall collar band; strong stripes

Luca Avitabile	Naples	\$280–\$420	Trunk shows / online	Small atelier; soft collar; superb fabric selection
Simone Abbarchi	Florence	\$280–\$450	Trunk shows: Michelangelo Hotel, NYC	NYC vintage aesthetic; clean line; NYC twice a year

Tier 3 — Elevated (\$500–\$1,000+ RTW / High MTM)

Brand	Origin	Price	NYC Access	Notes
Charvet	Paris	\$500–\$1,200+	Saks MTM (≠ Paris bespoke)	The Parisian benchmark; exceptional fabrics; do not confuse Saks
Turnbull & Asser Bespoke RTW	Wermyn St	\$450–\$800	57th St townhouse	Premium lines approach bespoke quality
Brioni Shirts	Rome	\$500–\$900	Brioni Madison Ave / Saks	Roman precision; extremely high construction standard
Loro Piana Shirts	Italy	\$600–\$1,200+	Madison Ave / Saks	Fabric-first; exceptional fibers including cashmere blends
Kiton Bespoke Shirts	Naples	\$800–\$2,000+	Kiton NYC	Full handmade Neapolitan; benchmark of the tradition
100Hands Gold Line MTM	India/Amsterdam	\$450–\$550	The Armoury NYC (year-round)	34 hrs handwork per shirt; Gold Line buttonholes 100+ stitches

Note on Charvet through Saks: The MTM service at Saks is NOT the same product as Charvet in Paris. The Paris bespoke experience involves the collar being cut by a Charvet cutter in-house from their house cloth — a fundamentally different proposition. If you visit Paris, a Charvet bespoke shirt is a worthwhile benchmark experience.

PART V — NYC BESPOKE & MTM SHIRTMAKERS

Permanent Locations & Trunk Show Visitors

Below are the makers worth knowing for custom shirts in New York — those with permanent NYC presence and regular trunk show visitors. Verified as of 2025/2026.

Permanent NYC Locations

Ascot Chang

★★★★★

Address: 110 Central Park South, New York, NY 10019 · (212) 759-3333

Hours: Mon–Sat 9:30am–6:00pm · **Web:** us.ascotchang.com

Founded in Hong Kong in 1953, Ascot Chang is one of the most important shirt and suit houses outside of Europe. The NYC location at Central Park South has been a fixture of Midtown tailoring for decades. The house cut is a Continental style — medium shoulder padding on suits, and on shirts, a structured collar with excellent roll and a particularly precise fit through the chest and sleeve. Production is in Hong Kong. The NYC store takes full measurements and sends patterns to HK; first-time clients should order at minimum three shirts (the house minimum) and arrange a fitting on the first shirt before the others are completed.

- Shirts from approx. \$350–\$700+ depending on fabric selection
- 3-shirt minimum for new clients; single-shirt reorders once pattern is established
- Also available via The Armoury NYC (Tribeca/UES) — Armoury carries an exclusive Ascot Chang line
- Suits and MTM tailoring also available at the Central Park S location

Turnbull & Asser

★★★★★

Address: 42 East 57th Street (Townhouse), New York, NY 10022

Bespoke department: 3rd floor · **Web:** turnbullandasser.com

The defining Jermyn Street shirtmaker, with a permanent NYC townhouse on 57th Street. Holder of multiple Royal Warrants. T&A; is the quintessential English shirt: tall collar band, moderately stiff interlining, bold stripes and classic patterns, with particular authority in formal shirting. The NYC bespoke department operates with the same cutters and process as London — patterns cut in Gloucester, hand-finished throughout. RTW and MTM are also available in the store.

- Bespoke shirts from approx. \$600–\$1,000+; RTW \$275–\$450
- MTM available in-store from approx. \$350
- Known for exceptional stripe and formal shirting programs
- Strong cuff selection — including their famous cocktail cuff

New & Lingwood

★★★★■

Address: 6 East 69th Street, New York, NY 10021 (Upper East Side)

Web: newandlingwood.com

The Eton College heritage shirtmaker and hosier, with a permanent UES NYC boutique. New & Lingwood sits firmly in the English tradition — tall collar bands, strong patterns, excellent dressing gowns and hosiery alongside shirts. The NYC location offers both MTM and bespoke shirts, made in England.

- Bespoke shirts from approx. \$450–\$700; MTM from \$275
- Strong in classic stripe, tattersall, and check programs
- Also carries excellent ties, knitwear, and accessories

Klein Epstein & Parker

★★★★■

Address: 46 Carmine Street, West Village, New York, NY 10014 · (646) 588-9931

Hours: Wed–Sun 11am–6pm · **Web:** kleinepsteinparker.com

An accessible MTM house with a tech-assisted fitting process and a broad fabric program including Italian fabrics. KEP positions itself between online MTM platforms and traditional bespoke — not a craft shirtmaking house in the Ascot Chang or T&A; sense, but a well-organized option for someone who wants personalized fit and fabric choice at a lower price point. Good for casual and smart-casual shirts alongside dress shirts.

- MTM shirts from \$198; suits from approx. \$1,800
- Digital design process with touchscreen fabric selection
- Good for smart casual shirts and versatile options

Alan David Custom

★★★★■

Address: 515 Madison Avenue, Suite 301, New York, NY 10022 · (212) 867-3030

Web: alandavid.com

A Midtown stalwart with over 100 years of combined experience. Alan David offers genuinely hand-cut bespoke shirts with Italian interlinings, hand-sewn collars, and MOP buttons throughout. The fabric selection runs from Thomas Mason and Alumo to Zegna and Loro Piana. A sample fitting shirt is made first for all new clients before final cloth is cut.

- Bespoke shirts from \$225; expedited 2-week service available
- Fabric selection includes Thomas Mason, Alumo, Zegna, Loro Piana
- Hand-sewn collar, MOP buttons, Italian interlinings as standard

Reza Custom Shirts

★★★★■

Address: Midtown Manhattan (by appointment) · **Web:** rezacustom.com

A four-generation shirtmaking family, with Reza and his son Luke continuing the tradition. All shirts are individually cut and sewn in-house — one of very few NYC shirtmakers that makes everything on the premises. Excellent fabric selection including Sea Island cotton, broadcloth, pinpoint, and linen. Particularly strong for both dress and casual

shirts.

- Custom shirts by appointment; pricing varies by fabric
- In-house production — full control over every detail
- Strong Sea Island cotton and linen summer programs

100Hands

★★★★★

NYC Access: The Armoury NYC — MTM program available year-round

168 Duane St (Tribeca) & 13 E. 69th St (UES) • (646) 613-7613

Web: 100hands.nl · Founded: Amsterdam/Punjab, 2015

100Hands is arguably the most extraordinary construction story in contemporary shirting. Founded by Akshat Jain — a former investment banker who left Amsterdam to return to his family's 164-year textile heritage — the brand set out to answer a simple question: how much handwork can you put into a shirt? The answer, built in a purpose-designed 10,000 sqm factory in Punjab, India, is more than any other maker in the world. Every piece of fabric is cut individually with scissors. Pattern matching is done by hand across every seam. Every shirt is hand-ironed at every stage of construction.

Black Line — 16 hours of handwork. Hand-cut, hand-matched, hand-fused collar/cuffs, hand-sewn collar, hand-sewn placket, gussets, and MOP buttons. RTW approx. \$320-380; MTM via Armoury from approx. \$380.

Gold Line — 34 hours of handwork. All Black Line plus: hand-sewn hem, side seams (French single seams), sleeve plackets, and hand-embroidered buttonholes at 100+ stitches per inch (35-45 min each). Gold Line MTM via Armoury from approx. \$450-550.

- NYC access: permanent MTM program at both Armoury locations year-round
- Gold Line MTM pattern is individually drawn and cut — closer to semi-bespoke
- Bespoke available via trunk shows with Akshat directly
- Collar fusing is hand-ironed (not machine-pressed) — why their fused collars behave differently

Trunk Show Visitors to NYC

Several of the world's best shirtmakers have no permanent NYC presence but visit regularly — some multiple times per year. The protocol is consistent: get on the mailing list, attend in person for a first fitting, and subsequent orders can be done remotely. Simone Abbarchi is the one trunk show shirtmaker who belongs in the same conversation as the permanent NYC makers.

Simone Abbarchi ★★★★★ — Florence (NYC twice yearly)

NYC location: Michelangelo Hotel, 152 W 51st St, Midtown · **Web:** simoneabbarchi.com · simone.abbarchi@gmail.com

The Florentine school of shirtmaking is quieter and more architectural than Naples — cleaner line, less theatrical handwork, more emphasis on cut. Simone Abbarchi, who opened his bottega in 1987 and his first workshop in 2000, now makes around 4,000 custom shirts per year with a team of seven in a workshop outside Florence. He cuts all shirts by hand and offers both MTM and fully bespoke. Fabrics are sourced exclusively from Thomas Mason and Albini —

his preference for Thomas Mason Oxfords and their seasonal flannels is well documented.

Abbarchi visits NYC approximately twice a year at the Michelangelo Hotel on 51st St. He does not do remote fittings for new clients — first order requires in-person. Sign up via his website mailing list; appointments book quickly.

- MTM from approx. \$280–\$350; bespoke from \$400–\$450
- Bring a well-fitting shirt you own — he will use it as reference
- Florence atelier: test shirt made in 24 hours if visiting in person
- His Florentine aesthetic makes his collars particularly good for open-collar wearing with tailoring

All Trunk Show Visitors at a Glance

Maker	Origin	NYC Access	Price Range	Notes
Simone Abbarchi	Florence	Michelangelo Hotel, 152 W 51st St	\$280–\$450 MTM	Florentine school; Thomas Mason & Albini fabrics; first visit re
Salvatore Piccolo	Naples	~Every 2 months via Armoury/eve	\$380–\$450	Neapolitan; Carlo Riva and TS Silverline fabrics; insists on fitti
Luca Avitabile	Naples	Periodic trunk shows (check arm	\$300–\$500	Small atelier; hand-set collar, cuffs, shoulders; exceptional soft-
Budd Shirtmakers	Jermyn St	Biannual — Spring + Fall; Spring	\$200–\$400	Prague 540 Park Ave makers; also women's bespoke; MTM and f
Dege & Skinner (shirts)	Savile Row	Periodic trunk shows	\$280–\$400	Robert Whittaker cutter; Acorn fabrics; classic English tall colla
Finamore Bespoke	Naples	Occasional via The Armoury NYC	\$350–\$900	RTW widely available at Armoury year-round; bespoke occasio
100Hands Bespoke	Amsterdam/India	Via The Armoury NYC (perman	\$400–\$1000	bespoke RTW available year-round both Armoury locations; Akshat for

The Global Benchmarks — Paris, Naples & Rome

The following makers have no NYC presence but belong in any serious shirt education. They represent the apex of their respective traditions and are worth commissioning if you travel to Paris or Naples.

Charvet

★★★★★ | Paris only

Address: 28 Place Vendome, Paris 75001 · **Web:** charvet.com

Founded: 1838 — the world's first dedicated shirt shop

Charvet is the Parisian benchmark and one of the most storied names in all of menswear. The seven-floor Place Vendome building is itself worth the visit — the third floor is dedicated entirely to bespoke shirtmaking, while other floors hold an extraordinary archive of exclusive fabrics in bolts stacked to the ceiling. No other maker in the world offers the same breadth of proprietary cloth.

The Charvet tradition sits closer to the English school than the Neapolitan — the emphasis is on the cutter, the fit, and the cloth, rather than hand-stitching. Bespoke shirts have floating (not fused) interlinings. The fitting process is highly involved: a trial shirt in cheap cotton is cut, literally sliced and taped to adjust balance, before the final cloth is cut. Each bespoke shirt takes 30 days to complete, made by a single person throughout (except buttonholes and pressing).

- Bespoke from approx. EUR 580; MTM from EUR 460 — no minimum order (rare for a top shirtmaker)
- Exclusive house fabrics available nowhere else — the principal reason to commission here
- RTW available via MR PORTER and Mytheresa, but the full experience requires Paris

- NYC note: Charvet MTM through Saks Fifth Avenue is NOT the same product — do not conflate

D'Avino

★★★★★ | Naples (London visits)

Contact: fiorenzodavino@hotmail.it · **Workshop:** Somma Vesuviana (outside Naples)

Run by Fiorenzo Auricchio — formerly head of quality control in hand finishing at Luigi Borrelli for 15 years — D'Avino is the most hand-intensive bespoke shirtmaker in Naples and arguably the world. Where other Neapolitan makers apply handwork to the functional elements (collar attachment, armhole, sleeve insertion), D'Avino applies it everywhere, including purely aesthetic details: hand-rolled hems, hand-stitched collar stays, every seam turned and felled. A white shirt is set up in the workshop with all hand stitching done in blue thread to allow quality checking at every stage.

- Bespoke from approx. EUR 300-400; 3-shirt minimum on first order
- No website; contact by email; English limited but workable
- Visits London twice a year — best access point outside Naples
- No confirmed NYC trunk shows; included here as the Neapolitan apex reference

Anna Matuozzo

★★★★★ | Naples only

Location: Naples, Italy · by appointment

Anna Matuozzo is one of the most respected names in Neapolitan bespoke shirting, with a devoted following particularly among the Styleforum cognoscenti who made pilgrimages to Naples specifically to commission with her. Her shirts are known for an exceptionally clean cut, precise collar work, and extensive hand finishing at a price point that historically compared favorably to D'Avino. Naples-only — no trunk show program.

- Bespoke only; pricing historically in the EUR 250-400 range
- Naples visit required — no international trunk show program
- Referenced here as one of the canonical Neapolitan names alongside D'Avino and Piccolo

The Armoury note: The Armoury (168 Duane St, Tribeca / 13 E. 69th St, UES) is the best single source for shirting information in NYC alongside their suit program. They carry Finamore RTW year-round, Ascot Chang RTW, and host periodic shirtmaker trunk shows. Worth visiting before any significant shirt purchase.

PART VI — SMART CASUAL

The Open-Collar Finance Wardrobe

Finance casual dressing has shifted substantially. The open-collar shirt under a suit or odd jacket is now standard in many environments. Getting this right requires a different set of shirts than your dress program.

The OCBD Hierarchy

The Oxford cloth button-down is the foundational smart casual shirt. Not all OCBDs are equal — the collar roll, fabric weight, and cut vary enormously.

Brand	Price	Character	Notes
Mercer & Sons	\$165–\$220	Traditional American	Hamilton, NY; correct soft roll; best American OCBD
Brooks Brothers Golden Fleece	\$175–\$250	Heritage American	Quality has recovered; thick fabric; correct roll
Drake's OCBD	\$225–\$320	English/American hybrid	Excellent fabrics; slightly longer point; versatile
Finamore OCBD	\$280–\$380	Italian take on OCBD	Softer construction; lighter fabric than US tradition
Ring Jacket (via Armoury)	\$180–\$280	Japanese precision	Exceptional fabric; subtle construction details
Gitman Vintage	\$145–\$210	American heritage	Made in USA; good fabric selection; relaxed aesthetic
Proper Cloth MTM	\$89–\$175	MTM accessible	Best route to a fitted OCBD without full bespoke spend

Linen — Summer Finance

A quality linen shirt open-collared under a linen or fresco suit jacket is one of the most authoritative summer finance looks. Key considerations:

- Belgian or Irish linen is heavier and more structured than Italian — better for professional contexts
- Look for a plain-front shirt (no box pleat) for the cleanest line under a jacket
- White, pale blue, and natural/ecru are the most versatile colors
- Finamore, Barba, and Luca Avitabile all do excellent linen programs in your price tier
- A linen-cotton blend (e.g. 70/30) wrinkles significantly less while retaining the texture and breathability

Open-Collar Under a Suit — How to Make It Work

The open-collar shirt under a suit requires specific shirt properties to look intentional rather than underdressed:

- Collar must lay flat and open naturally — a soft Neapolitan interlining works better than a stiff English collar
- The shirt should fit precisely through the chest — an open collar draws attention to the body line
- Avoid button-downs with a suit; the casual collar aesthetic clashes with a formal structure
- A semi-spread or cutaway collar opens more elegantly than a point when worn open
- White, pale blue, and subtle patterns work; bold stripes that were designed for ties look odd without them

The one-two open-collar combination that always works: A Finamore or Barba semi-spread in pale blue end-on-end or a subtle stripe, open collar, under a mid-grey or navy fresco suit. Clean, Continental, and reads as intentional rather than casual.

PART VII — RESOURCES & QUICK REFERENCE

NYC Permanent Shirtmakers — Quick Directory

Maker	Address	Phone	Tier	From
Ascot Chang	110 Central Park S	(212) 759-3333	Bespoke/MTM	\$350
Turnbull & Asser	42 E. 57th St (3rd fl)	—	Bespoke/MTM/RTW	\$275 RTW / \$600 bespoke
New & Lingwood	6 E. 69th St (UES)	—	MTM / Bespoke	\$275 MTM
Alan David	515 Madison Ave Ste 301	(212) 867-3030	Bespoke	\$225
Klein Epstein & Parker	46 Carmine St (W. Village)	(646) 588-9931	MTM	\$198
Reza Custom	Midtown (by appt)	rezacustom.com	Bespoke	Varies
100Hands MTM	Via Armoury NYC	(646) 613-7613	MTM / Semi-bespoke	\$380 (Black) / \$450+ (Gold)

Key Online Resources

permanentstyle.com — Best editorial coverage of shirtmakers, trunk shows, and fabric literacy

thearmoury.com — NYC's primary reference retailer; Finamore, Ascot Chang, Ring Jacket in-store

us.ascotchang.com — Online ordering + NYC store info

turnbullandasser.com — NYC townhouse bespoke booking

propercloth.com — Best online MTM platform; NYC showroom for in-person fitting

styleforum.net — Community knowledge base; detailed shirt construction discussions in Classic Menswear

bespoketrunkshows.com — Tracks visiting shirtmaker and tailor trunk shows in NYC and other cities

Decision Framework — Where to Start

Already buying Finamore / Borrelli RTW → Next step is Ascot Chang or T&A; NYC bespoke for your workhorses, and a Finamore bespoke program (via trunk show) for special pieces. The construction jump from their RTW to bespoke is meaningful.

Want better fit without full bespoke spend → Proper Cloth MTM online with in-person NYC showroom appointment. Also Alan David at \$225+ for fully bespoke at an accessible price.

English collar tradition → Turnbull & Asser NYC (bespoke 3rd floor) or New & Lingwood UES.

Smart casual / OCBD program → Mercer & Sons (mail order) for the American benchmark; Drake's via Armoury for an English take; Finamore for the Italian version.

Summer linen → Barba or Finamore RTW via Armoury; or commission bespoke linen at Alan David for best value on custom shirting.

Fabric Mill Cheat Sheet

Mill	Country	Known For	Price Signal
Thomas Mason	UK	Goldline / Silverline; benchmark reliability	Mid-high
Alumo	Switzerland	Softness, luminosity; preferred by Neapolitan makers	High
Albini	Italy	Broad range; Sea Island lines; consistent	Mid-high
Soktas	Turkey	Fine long-staple cotton; excellent value	Mid
Canclini	Italy	Softness, drape; Egyptian cotton specialty	Mid-high
Monti	Italy	Patterns, checks, stripes; design strength	Mid

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