Bespoke is a technical term that stands for the ultimate indulgence: commissioning clothing and luxury goods to a personal. It dates from the 17th century, when tailors held full lengths of cloth on their premises; customers would ‘bespeak’ their requirements – from cuff design to collar length – to the shopkeeper, choosing a length of material that was then said to have been ‘bespoken for’. Acknowledging that it’s no longer practical for a tailor to keep 1,500 rolls of cloth in his shop, textile manufacturer Söktas’ Bespoke collection stays faithful to the ethos of traditional tailoring but now provides luxury shirtings – to customers in Hong Kong, London and New York – by way of a beautifully bound mini-library of ‘inspired elegance’ fabrics.

In six volumes, Söktas Bespoke is a super-premium collection of exclusive fabric designs in classic colours and textures. Choose from ‘Boardroom’, with the finest yarn counts, designed for professional businessmen; ‘Pride’, immaculate craftsmanship rendered in extra-fine 140/2 fabrics; ‘Opulence’, sophisticated and elegant; ‘Timeless’, exquisite structures with a soft and silky touch; ‘Escape’, relaxed, weekend luxury, redefined; and ‘In Season’, seasonally designed, fashion-conscious shirtings. The materials are woven from the highest quality Egyptian Giza cotton (with only the purest and longest fibres selected to be spun into extra-fine yarns) created for those requiring made-to-measure shirts.

Spoilt for choice, customers peruse the library and ‘bespeak’ their requirements, from myriad weaves, colours and intelligent finishes. The complex architecture of truly bespoke fit and feel is now in motion.