

# House of Fraser Launches Bespoke Men's Shirt Service Online

HOUSE OF FRASER

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House of Fraser, premium department store, has introduced its first bespoke men's shirt service in association with Bivolino. Customers can shop online and buy tailor-made shirts from Bivolino, a brand renowned for its cut shirts made from the fine materials.



[Bivolino](#) worked closely with William Morris wallpaper designs, famous for their innovations in printing and weaving technology, to create fine fabric contrasts for collar and cuffs, exclusively for House of Fraser customers. A patented biometric sizing technology, Linosoft, calculates a customer's height, weight and collar size and allows them to create the perfect bespoke shirt. [Bivolino shirts](#) are delivered within 3 weeks.

A new 3D 'shirt designer' on the House Of Fraser website enables customers to order a custom made-to-measure [men's shirt](#) in four easy steps, choosing the fabric, design, monogram and size.

There is an extensive range of high quality fabrics to suit every taste and any requirement. Customers can choose from more than 100 fabric options including non-iron materials, luxury Egyptian cotton, exclusive linens, liberty flowers and many more. The shirts can be customised and customers can choose from a variety of unique cuffs and collar types, different pocket sizes and more. Customers can choose embroidery detailing and decide where they would like it positioned.

By simply entering a few details about height and weight, Bivolino's patented biometric sizing technology ensures that the customer receives the best fit possible for their bespoke, made-to-measure shirt.

House of Fraser's eCommerce director, Peter Callaway, said: "We are delighted to announce this exciting new partnership with Bivolino. We constantly strive to go beyond our customers' expectations and Bivolino's bespoke shirt service will achieve that."

Customers can now order and purchase custom made [men's shirts](#) online with House of Fraser.

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### **About House of Fraser**

House of Fraser is a department store group with 61 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning of an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

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