

STYLE: SHORTS

KEEP IT SHORT & SWEET

Don't compromise when it comes to buying shorts – make sure you get the exact length you want in a fabric that you like with Selfnation's bespoke service, and make them unmistakably yours by having your initials sewn on as well

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GET SHORTY

Swiss brand Selfnation is renowned for its perfectly fitting jeans. Since last summer, it has expanded its portfolio to include chinos and shorts. You can build all its products online bespoke to your size and preferences. Your shorts will then be made and sent out to you in approximately two weeks. The process clearly works, as the majority of customers order again in less than eight months. ■

MEASURING UP

Enter your dimensions online, and a detailed preview of your product is displayed by 3D visualisation specially developed at the Swiss Federal Institute of Technology in Zurich. You can further the customisation process by opting to have your initials sewn on near the waste band. The result is a pair of shorts that are genuinely unique to you.

GET THE LOOK:

Selfnation shorts come in six different colours, including Bergamo Blue (pictured). Prices start at £109 and rise to £121 if you have your initials included. For more info, see SELFNATION.CO.UK