

Pegaston  
BHL Summer feature  
Alanna Powers

It all started with a simple fact. "Men want to look good, but they don't want to spend time on it."

If you agree, you might soon become addicted to Pegaston.

A business based on a man's needs, and boasting an "international brotherhood of the well dressed," Pegaston is the newest and most intriguing high-end shop to hit the internet. Headquartered in Sweden, Pegaston offers men high-class button-down shirts made from hand-picked fabrics. And every detail is completely customizable.

Being able to bring the buyer's own personal choices was the key to the company for co-founder Sebastian Ashar. "We wanted to bring customization into an online shop, having a new design and persona for each product." On the site, men start with either collection, color or fabric. From there, they can choose whether the fit will be classic or slim, what collar they prefer, the cuff style, pockets and many other details, all the way down to the button thread color. And if the customer is not as particular, they have fully-designed shirts too.

Ashar explained that high-quality is the most important trait in their products, and was imperative when formulating the concept for Pegaston. "Looking around at some of the clothing that was popular, there was no quality," he said. "How many things explain why the product exists?"

With Pegaston, that mission is clear. Not only do they promise high-end fabric, they also take into consideration prints that are in with the seasons and colors that are on trend. Every piece is designed to blend into the closet of any professional, entrepreneur or businessman. And, when crafting "the perfect made-to-measure shirt", they pride themselves on that same quality along with style and ease of the design and ordering process. Not to mention their extreme attention to timeliness; from the moment a shirt is ordered, custom or not, the shirt is delivered in two weeks. Looking and feeling like you hand-designed it yourself, It might be the end of those boxy, generic button-downs that probably inhabit your closet now.

Pegaston is the third installment from the founders, and each company shares the intent for men to have stylish pieces without much thought. The first is Friday Tieday, where a subscription lands you high-quality limited edition ties at your door once a month. That company sparked Boxerfy, their second concept of subscription delivery that instead gets you trendy boxer-briefs.

While Pegaston is beginning to spread into stores in parts of Europe, it is targeted at the United States and ships throughout the U.S. For more information, visit [pegaston.com](http://pegaston.com).