

Monikerwear MTM Product Review

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[Monikerwear](#) is a newly founded company that provides made-to-measure casual, business, and formal shirts. All measurements are taken by the customer, but the company provides thorough instructional videos to ensure that the customers are taking accurate measurements. The website's interface is remarkably easier to use – *much* easier than Jantzen, Ascot Chang, and many of the other online MTM providers, and much more reassuring than that crazy Lands' End interface or the Brooks Brothers interface that only accepts about 4 measurements. Their fabrics, as far as I know, are milled in China, and their cutting and sewing is also done in China. The important thing to keep in mind throughout this review is that these shirts cost \$59-69, so comparing them to Turnbull & Asser would just be ridiculous. Their target demographic isn't the same. As much as I hate a fused collar and fused cuffs, it's difficult to fault a MTM shirtmaker in that price range for doing so. Moniker plans to introduce a “handmade” line on that features better (ie, not fused) collars and cuffs, along with higher-end button options, a bit later.

1. The fabric



The fabric I purchased was 100% cotton Royal Oxford. The fabric doesn't wrinkle easily, which is nice, but I believe it's rather thin relative to my Brooks Brothers Royal Oxford shirt (from about 2005). Since the fabric quality is one of the primary determinants of a shirt's cost, I certainly did not expect 140s, but I can't help but feel that this shirt has perhaps only a one-to-two-year fabric lifetime.

2. The fit

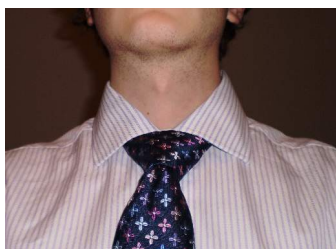
The company offers several fit options. I chose the slim fit, as all my shirts must be slim fit or else I look like I can go swimming inside of them. I think the actual silhouette of the shirt is extremely nice; it is nicely tapered at the midsection but flares outward towards the bottom (not shown), presumably to keep one's shirt tucked into one's trousers. The hip measurement provided by the customer also helps determine the degree of flare at the bottom. The length of the shirt can be chosen by the customer or the customer



can opt for a standard length. I chose to make mine a bit shorter than average; it ended up being a bit longer than my TM Lewin slim-fit shirts and substantially shorter than my Tyrwhitt Sea Island and Brooks Brothers shirts – exactly as I wanted it. The armholes are higher than a normal shirt but not as high as I expected; I detect a hint of bagginess near the underarm. The sleeves themselves are rather baggy as well. This could either be due to the silhouette of the

shirt or the armhole width might be based on the shoulder measurement. However, since I DID provide a biceps measurement, I think the armhole should have been cut a little bit higher and the circumference of the sleeve a bit smaller.

3. The collar



The collar is made out of four pieces and has a “lining” fused to the top layer of fabric. Thus, after washing, some crumpling was noticed around the collar as is common with this type of construction. The tips of the collar also have a tendency to curve under, i.e., towards one's body, but that also happens with my Harvie & Hudson shirts which are considerably more expensive. I opted for the wide spread collar; I think the spread diameter on this shirt, in my opinion, is one of the most flattering widths I currently own. Regarding the neck measurement: it seems to run rather large. My true neck size is 14.75 inches but I believe this fits like a 15.25.

4. The cuffs



One of my chief complaints is that the cuff size was both hard to measure (because the instructional video requires the user to measure the cuff and add a specified length; why not just have the customer take a true cuff measurement and have the shirtmakers cut the fabric accordingly?) and ended up being about 0.75” too large. Also, the cuffs are fused. Beyond that, I do indeed like the two-button mitered cuff (many other cuff options are available) and the fact that I did not have to request a button on the gauntlet – it comes standard.

5. The yoke

The shirt features a one-piece yolk with a variety of pleat options. A split yoke would have been preferred.

6. The placket

The placket appears to be a separate piece of cloth and the stripes match up with the rest of the shirt appropriately. The penultimate buttonhole is rotated 90 degrees – that is, it's horizontal – which I thought was a nice touch.

7. The gusset



No gusset is present.

8. The buttons

Only one option is available for buttons as of right now. They're rather standard, which is fine. They are cross-stitched onto the shirt (not parallel-stitched, as seen on some cheaper oxfords, for instance). They are made out of plastic, not mother-of-pearl, but thicker MOP buttons aren't to be expected on a \$70 shirt.

9. The stitching

Again, the collar and cuffs are fused. Beyond that, the stitching is satisfactory; it seems strong enough, but that is a hard thing to test after only a few wears.

10. Resilience

I wore the shirt upon receiving it to see how it fit. I then put it in the washer and air-dried it. The shirt did shrink a little bit, but it was barely detectable. After my second wearing, I decided to try tumble drying it. I used medium-low heat and the shirt came out great.

11. Miscellaneous

The tag inside the yoke was one of the first things I noticed; it doesn't contain the company's name, only "Made in China" and some Chinese characters. I really didn't like it, so I cut it off. However, I then noticed a tag at the bottom, inside the placket, that had care instructions, a serial number of sorts, and my name. Why not put the customer's name on the yoke tag so that it's more noticeable – every time the wearer puts the shirt on, he will be reminded that it was custom made. Either way, that current yoke tag needs to go, and so do the Chinese characters if possible (unless they're required by the cutters, in which case it's probably much wiser to leave them be!).

12. Customer service

A woman named Kristin handles the customer service; I received a nice envelope with handwritten note inside. When the company's business grows, that probably won't be possible, but it made me feel good anyway.



Synopsis:

Pros:

Very easy user interface

Instructional videos regarding measurements

Variety of fits, fabrics, pleats, etc.

Great silhouette

Nice collar spread

Nice detailing

Good customer service

Cons:

**NB – I understand that some of these cannot feasibly be incorporated into the shirt without raising its price point to exclude a portion of its target demographic, but I wanted to be as thorough as possible.*

Fused collar and cuffs

One-piece yoke

No gusset

Collar and cuff ran a bit too big

Plastic buttons

Ugly yoke tag

Rather thin fabric