



# SAVILE ROW: INSIDE OUT



THE WOOLMARK COMPANY

# SAVILE ROW BESPOKE ASSOCIATION

The Savile Row Bespoke Association is dedicated to protecting and promoting the practices and traditions that have made Savile Row the acknowledged home of the best bespoke tailoring and a byword for unequalled quality around the world.

The SRBA comprises of fifteen member and associate houses, who work together to protect and champion the understanding of bespoke tailoring and to promote the ingenious craftsmen that comprise the community of Savile Row. The SRBA sets the standards that define a Savile Row bespoke tailor, and all members of the Association must conform to the key agreed definitions of a bespoke suit and much more besides. A Master Cutter must oversee the work of every tailor employed by a member house and all garments must be constructed within a one hundred yard radius of Savile Row. Likewise, every member must offer the customer a choice of at least 2,000 cloths and rigorous technical requirements are expected. For example, jacket foreparts must be entirely hand canvassed, buttonholes sewn, sleeves attached and linings felled all by hand.

It takes an average 50 plus hours to produce a suit in our Savile Row cutting rooms and workshops.

**#savilerowbespoke**

**[www.savilerowbespoke.com](http://www.savilerowbespoke.com)**



## SAVILE ROW: INSIDE OUT

*Savile Row: Inside Out* looks inside the extraordinary world of bespoke tailoring; an exclusive opportunity to step behind the scenes and celebrate the tailor's art, the finest cloth and the unequalled expertise that is British Bespoke.

A real cutter will be making a real suit in our pop-up cutting room in front of a collection of the work – both 'before' and 'after' to show the astonishing level of craftsmanship you can expect to find at Savile Row's leading houses.

Woolmark has sourced and displayed a plethora of cloth in all its glory for us whilst, in addition, we display the principal driving coats and jackets from the Bentley and Savile Row collaborations that, in my opinion, represent modern, contemporary menswear at its most luxurious.

Today, The Savile Row Association launches The Ambassadors Project. Each ambassador – from celebrities of the world of fashion to film & television – will have their own suit cut by their individual houses. Come the next LCM in January 2016, we will exhibit the film that showcases their experience from start to finish. So there is a lot to look forward to!

**Grace Gilfeather**

*Fashion Editor, British GQ and curator of Savile Row: Inside Out*



I am thrilled that the Savile Row Bespoke Association are producing this fabulous event during London Collections Men. The Savile Row events have become a quintessential part of LCM, and everyone looks forward to them, especially those who have travelled all the way from Asia and the Americas. They really are a highlight of the week.

**Dylan Jones OBE**  
*Editor, British GQ*

LCM shows are the perfect occasion for the tailors of the Savile Row Bespoke Association to redefine tailoring stereotypes, a platform for the audience to see the Row for what it really is: a cauldron of creativity and skills, exercised by trained craftsmen young and old for today's leaders of men's sartorial elegance and firmly anchoring bespoke tailoring in the 21st century.

**Pierre Lagrange**  
*Chairman, Savile Row Bespoke*



## THE AMBASSADORS PROJECT

**Savile Row Bespoke is proud to announce the launch of The Ambassadors Project at LCM SS16. Together with GQ, Fashion Editor Grace Gilfeather and sartorially savvy members of the LCM Committee, each house will interpret a brief to fully kit out and style an appointed Ambassador.**

With its inception in June 2015, the production process for each Ambassador will be available to view and follow via social media, building up to the reveal of the final outfits and accompanying footage at LCM in January 2016. GQ Magazine will run regular coverage of the Project on its website and followers will also see updates via Instagram, Facebook and Twitter.

This behind the scenes approach to The Ambassadors Project fully underlines the individuality of bespoke and gives the audience the chance to see each suit develop from the Inside Out. Whilst Savile Row works to the tailoring techniques of yesteryear, the end result is relevant to the modern gentleman and aesthetics of today. The Ambassadors Project brings the heart and homeland of British tailoring to the fore.

**Ambassadors signed up to the project and participating houses currently include:**

**David Gandy** – Henry Poole

**Tinie Tempah** – Edward Sexton

**Hu Bing** – Huntsman

**Dylan Jones** – Meyer and Mortimer

**Jefferson Hack** - Dege & Skinner

**Nick Grimshaw** – Norton & Sons

**Grant Pearce** – Davies & Son

**#theambassadorsproject**



THE WOOLMARK COMPANY



**LONDON  
COLLECTIONS  
MEN**



# THE LANGUAGE OF THE ROW

**Over its centuries of history, Savile Row has developed a colourful language of its own for its bespoke work – here is a selection of words and phrases still mostly in use:**

**Baby** – stuffed cloth pad on which the tailor works his cloth.

**Banger** – piece of wood with handle, used to draw out steam and smooth cloth during ironing.

**Balance** – adjustment of back and front lengths of a jacket to harmonise with the posture of a particular figure.

**Balloon** – having a balloon – a week without work or pay.

**Baste** – garment roughly assembled for first fitting.

**Basting** – tacking with long stitches to hold garment parts together.

**Bespoke** – a suit made on or around Savile Row, bespoke to the customer's specifications. A bespoke suit is cut by an individual and made by highly skilled individual craftsmen. The pattern is made specifically for the customer and the finished suit will take a minimum of 50 hours of hand work and require a series of fittings.

**Board** – tailor's workbench.

**Bodger** – crude worker. Common to other trades.

**Boot** – loan until payday. Can you spare the boot? Can you give me a loan? Dates from crossed-leg days, when a tailor recorded the loan by chalking it on the sole of his boot.

**Bunce** – a trade perk, like mungo and a crib (see below).

**Bundle** – components of jacket or trousers bundled together for making-up.

**Bushelman** – journeyman who alters or repairs.

**Canvas** – a cloth usually made from cotton, flax, hemp or jute and used for providing strength or firmness.

**Cat's face** – a small shop opened by a cutter starting out on his own.

**Chuck a dummy** – to faint. Allusion is to a tailor's dummy tumbling over.

**Clapham Junction** – a paper design draft with numerous alterations or additions.

**Coat** – jacket. (Only potatoes have jackets, it used to be said.)

**Codger** – tailor who does up old suits.

**Cork** – the boss.

**Crib** – large scrap of cloth left over from a job, usually enough to make a pair of trousers or a skirt.

**Crushed beetles** – badly made button holes.

**Cutting turf** – clumsy, unskilled working.

**Cutting system** – method of pattern preparation using a particular process of measurement and figure evaluation. Scores have been devised since methods of working out the proportions of the figure were first explored in the late eighteenth century.

**Doctor** – alteration tailor.

**Dolly** – roll of wet material used as a sponge to dampen cloth.

**Draft** – sketch or measure plan of a garment.

**Drag...in the drag** – working behind time.

**Drummer** – trouser-maker.

**Goose iron** – hand iron heated on a naked flame.

**Gorge** – where the collar is attached.

**Have you been on the board?** – are you experienced?

**Hip stay** – old-time name for wife.

**Interlining** – material positioned between lining and outer fabric to provide bulk or warmth.

**Jeff** – a small master: one who cuts out his garments and also makes them up.

**Kicking** – looking for another job.

**Kicking your heels** – no work to do.

**Kill** – a spoiled job that has to be thrown away.

**Kipper** – a tailoress. So called because they sought work in pairs to avoid unwelcome advances.

**Log...on the log** – piecework: the traditional and complex system of paying out-workers.

**Made-to-measure** – garment made to a customer's individual requirements, to some extent, but not necessarily by hand.

**Mangle** – sewing machine.

**Mungo** – cloth cuttings, which by custom the tailor used to retain to sell to a rag merchant for a little extra income.

**On the cod** – gone drinking.

**Pattern** – a template model used for cutting garments.

**Pig** – an unclaimed garment.

**Pigged** – a lapel which turns up after some wear.

**Pinked...pink a job** – making with extra care.

**Rock of eye** – rule of thumb: using instinct born of experience, rather than a scientific cutting system.

**Skiffle** – a job needed in a hurry.

**Skiping it** – making the stitches too big

**Small seams** – warning call when someone being discussed enters workroom.

**Soft sew** – an easily worked cloth.

**Scye** – the armhole: from 'arm's eye'.

**Skirt** – part of a jacket that hangs below the waist.

**Striker** – assistant to a cutter.

**Tab** – fussy, difficult customer.

**Trotter** – fetcher and carrier: messenger.

**Tweed merchant** – tailor who does the easy work: a poor workman.

**Whipping the cat** – travelling round and working in private houses: common practice in old days when a tailor would be given board and lodging while he made clothes for a family and their servants.



## THE BESPOKE PROCESS

**Every Savile Row suit starts life as a two-dimensional length of superfine suiting cloth, transformed over time to fit the customer precisely to his requirements, fulfilling entirely an individual's vision for their own clothes.**

Every suit is unique, made to the customer's exact measurements (typically around thirty measures and configurations/nuances will be taken across the customer's body), drafted into an individual paper pattern from which his chosen or "bespoke" cloth is cut.

The suit will then be handmade, with the cloth shrunken, stretched, pressed, stitched and structured into a perfectly form-fitting three-dimensional garment. Our apprentice tailors can train for up to six years to be considered a specialist in but one area of bespoke tailoring, whether this is cutting a customer's pattern or trouser making. The skillsets of several different specialist craftsmen combine into every suit and an average of fifty man-hours, three intermediate fittings and some three months from commission to finished garment characterise the Savile Row bespoke process – a process that has changed little since the seventeenth century.

### Coats

*Inlays* – inlays to allow adjustment to the main body seams

*Linings* – felled by hand

*Vent and Front Edge* – hand prick-stitched throughout

*Breast pocket* – slanting breast pocket with hand stitched border

*Top Collar* – hand draw-stitched onto the facing

*Front button holes* – hand stitched and left lapel button hole with sewn flower loop

*Cuffs* – featuring opening slit and hand stitched button holes

*Armhole* – lining eased and hand felled

*Front pockets* – hand top-stitching on pocket and gorge

*Sleeves* – set in by hand

*Shoulder pads and canvas* – hand cut and shaped

*Jacket foreparts* – fully hand canvassed

### Trousers

*International waistband* – with inlays of 3-4 inches and side seams for adjustments

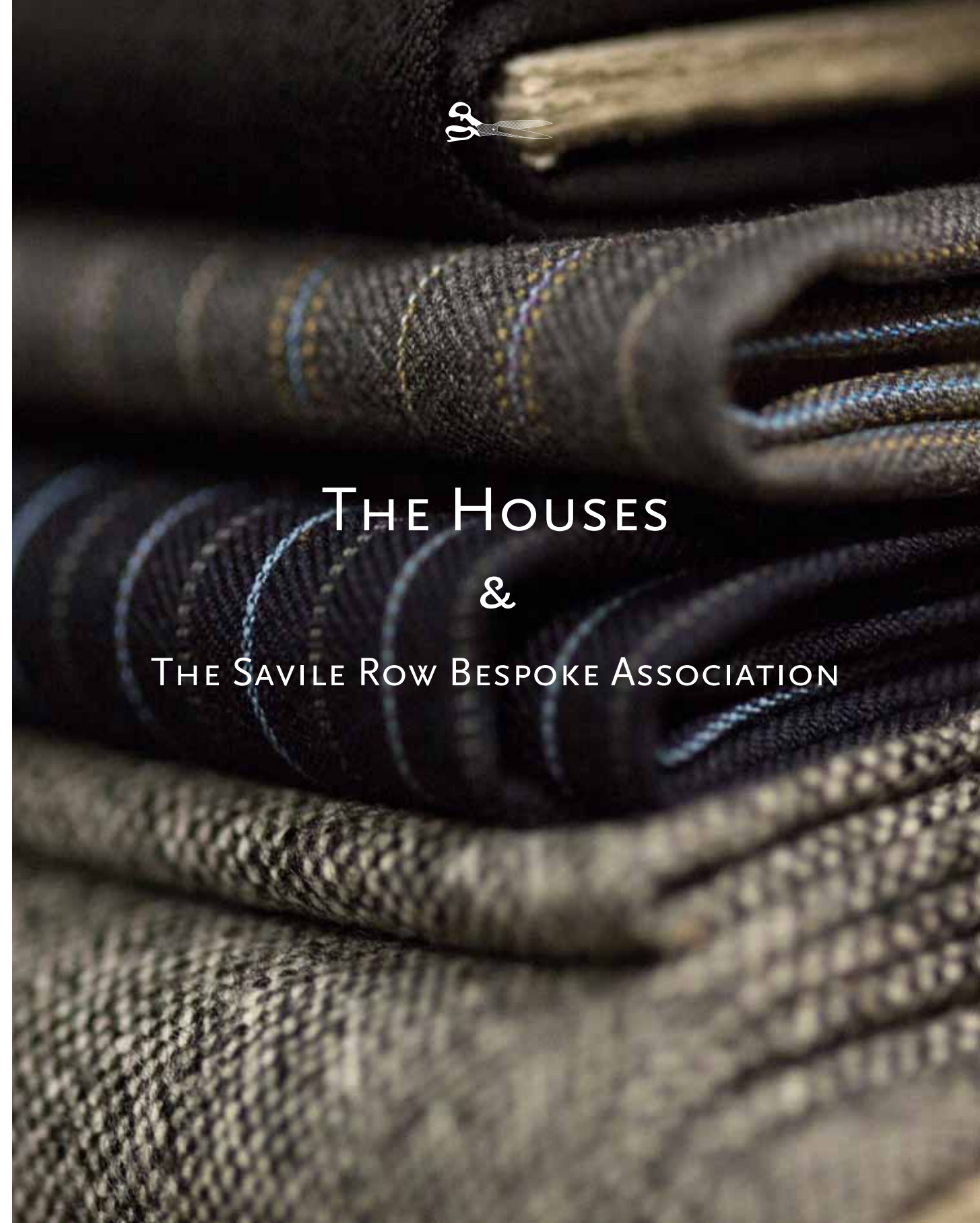
*Buttons* – sewn by hand in cross stitch

*Buttonholes* – cut and sewn by hand

*Fly* – hand stitched

*Trousers fronts* – half lined for comfort

*Seat seam* – hand stitched



## THE HOUSES & THE SAVILE ROW BESPOKE ASSOCIATION



## DAVIES & SON

Established in 1803, Davies & Son was founded by George Davies, and after his sudden death in 1804 it was run by his brother, Thomas.

Just two years after the company began trading, the Royal Navy won a famous victory under Admiral Lord Nelson at Trafalgar, and navel officers were eager to order both uniform and civilian clothes.

Under Thomas Davies, the company established itself as Court Tailors, boasting that at one time it made for all the crowned heads of Europe, including the King of Spain and King George V. During the 1930s, Davies & Son were tailors to Edward, Prince of Wales, and following his abdication continued to make for the then Duke of Windsor into the 1960s.

The Davies family owned the company until 1935, when it was taken over by its cutters, who ran it until 1996. Alan Bennett, already an established Savile Row tailor, took over, and he has maintained the court connection, holding the Royal Warrant for H.R.H. the Duke of Edinburgh as military tailors.

Davies & Son made the first uniforms for Sir Robert Peel's police force, as well as clothes for the man himself, and over the years they have also made for Calvin Klein, Michael Jackson, Douglas Fairbanks, Jr., Clark Gable, President Harry Truman, and Benny Goodman, to mention a few.

### **Davies & Son**

SRB Member

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## DEGE & SKINNER

Dege & Skinner has been dressing royalty, heads of state, officers of the British Army, and an array of business leaders for exactly a century and a half. This year, in celebration of the company's 150th anniversary, Dege & Skinner has launched a special "Anniversary Collection" of cloths, as well as a selection of complementary accessories for men and a series of one-off dressing gowns selected by bespoke shirtmaker Robert Whittaker, who is also based in the shop at 10 Savile Row.

Managing Director William Skinner, a member of the fifth generation of his family to join the bespoke tailoring trade, has seen business grow significantly since his father's first trip to see customers based in the U.S. in 1964. Today Dege & Skinner's team of bespoke tailors and shirtmakers travel extensively across Britain, Europe, Asia, the Middle East and Russia to meet, measure and fit customers.

### **Dege & Skinner**

SRB Member

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[www.dege-skinner.co.uk](http://www.dege-skinner.co.uk)





## GIEVES & HAWKES

**G**ieves & Hawkes, originally two prestigious tailoring houses, can trace its history back to the late 18th century.

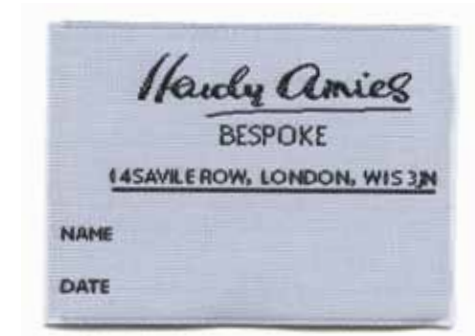
For centuries Gieves supplied fine bespoke uniforms to officers of the British Navy and Hawkes to officers of the British Army. Ledgers that remain in the company archive to this day show the firms' patrons to have included such military figures as Lord Nelson, the Duke of Wellington and Winston Churchill, as well as important aristocrats and noblemen from both the U.K. and abroad. To this day Gieves & Hawkes proudly holds all three Royal Warrants to the Court of St James', dressing three generations of the British royal family. Despite having been among the first to launch both made-to-measure and ready-to-wear collections, and with a retail network spanning the globe, it is bespoke tailoring that is at the heart of the business. From workshops at No.1 Savile Row, home to the brand since 1913, master cutters and tailors continue the traditions of sartorial artistry unchanged over generations.

### Gieves & Hawkes

SRB Member

No. 1 Savile Row  
London W1S 3JR

For bespoke enquiries please contact Mr Jolyon Bexon:  
jolyonbexon@gievesandhawkes.com or 44 (0) 207 432 6403



## HARDY AMIES

**T**he pinnacle of men's tailoring at Hardy Amies is the bespoke, made on Savile Row tailoring service.

The tailor begins by taking the full set of measurements from which he will draft an individual pattern. All design details are discussed and selected. The cloth is cut on-site at Hardy Amies, and the jacket and trousers will later be made here too.

There are usually three fittings, sometimes more, the first being the 'baste fitting' where the semi-made garment is put together with loose cotton to allow the customer to try it on. It is then pulled apart into pattern pieces, re-marked and the pieces reassembled.

Once complete with the exception of the hand-finishing, there is a final appointment, called the 'bar hole fitting'. At this stage, the linings are in, the facings on and the collars attached, but the garment has not yet been hand-finished. Once the garment is complete, final adjustments and tweaks can then be made.

Bespoke, made on Savile Row, is the ultimate service in terms of personalisation. Customers benefit from an entirely personal service, and quality control is absolute, because the garment never leaves Hardy Amies, Savile Row, and is steered through all procedures by a single cutter.

### Hardy Amies

SRB Member

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London W1S 3PE  
Tel: +44 (0) 203 696 1408  
www.hardyamies.com





## HENRY POOLE

Known as the “founders of Savile Row”, Henry Poole was established by the military tailor James Poole in 1806 and the firm’s fortunes were made during the Napoleonic wars. James’s son, Henry, inherited the company in 1846 and took the then daring decision to open a new premises with an entrance on Savile Row.

Poole’s is the only business in the world to have been awarded 40 Royal Warrants of Appointment from both British and international ruling houses, and it was the first Savile Row tailor to cultivate a major international trade.

By 1900 Henry Poole & Co was the largest bespoke tailor in the world, employing more than 300 tailors and cutters. In the first half of the 20th century, Poole’s tailored suits for leading historical figures such as J.P. Morgan, Sir Winston Churchill, General de Gaulle, and William Randolph Hearst.

Henry Poole has resisted all calls to sell ready-to-wear or made-to-measure suits from the flagship at No.15 Savile Row. A Henry Poole & Co suit is still pure bespoke: measured, cut, fitted, sewn and finished entirely by hand in a process that involves three fittings and more than 60 hours of labour. Every suit is made in the workshops below 15 and 16 Savile Row, whether it is a livery for Buckingham Palace or a business suit destined for New York, Shanghai or Mumbai.

### Henry Poole

SRB Member

15 Savile Row  
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## H. HUNTSMAN & SONS

With a team of experienced cutters, tailors, finishers and a presser, Huntsman hand-cuts and hand-tailors all of its clothing in-house at 11 Savile Row, ensuring that the highest standards are maintained at every stage. More than 80 hours of workmanship go into creating each garment, with skills being passed on through generations.

Since 1849, Huntsman has dressed a veritable Who’s Who of customers, from European royalty and heads of state to stars of stage and screen on both sides of the Atlantic. The company has more than 80 ledger and visitors’ books, as well as patterns and photographs, all testifying to a fascinating customer history. This rich heritage and inspiring client portfolio has ensured Huntsman’s success and deserved reputation: a supreme tailor that continues to create iconic clothing in the distinct Huntsman house style.

Huntsman uses tailoring techniques that have remained unchanged for hundreds of years, much like its values; the firm’s passion for tailoring remains at the very heart of the business.

### H. Huntsman & Sons

SRB Member

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## MEYER & MORTIMER

With an understanding of modern lifestyles and contemporary styling, Meyer & Mortimer's highly skilled team of craftsmen and craftswomen create garments using artisanal techniques that have been honed during the company's 200-year history. The unfailing quality of our work is illustrated by the accolade of a Royal Warrant from Queen Elizabeth II.

Every piece of tailoring that leaves our workshop at No.6 Sackville Street is unique, having been measured, cut, sewn and finished by hand to each customer's exact specifications using the finest cloths, linings, trimmings and buttons.

We are a founder-member of the Savile Row Bespoke Association, which sets exacting rules for the tailoring elite of London's Mayfair district. We can create any tailored garment, from a fine business suit to an elegant white-tie outfit, from immaculate morning dress to stylish sports jackets, from neat casual trousers to robust shooting breeches.

**Meyer & Mortimer**  
SRB Member

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## EDWARD SEXTON

Since the founding of Nutters of Savile Row in 1969, Edward Sexton has cut a dash. His distinctive and timeless style has clear echoes of Hollywood's Golden Age while remaining relevant and contemporary.

Sexton shot to fame in the 1960s with his groundbreaking approach to tailoring. Together, he and Tommy Nutter paved the way for a modern Savile Row, appealing to rock stars, captains of industry and leading figures of the fashion world.

At the time of their launch, Savile Row was steeped in conservatism; Sexton and Nutter were instrumental in bringing tailoring to a modern audience. While neighbouring tailors hid from view behind heavy curtains, Sexton and Nutter opened up their shop-front with eye-catching displays, placing their suits amid garbage cans, rats and diamonds. Their art-deco showroom was extravagantly decorated with giant phallic patchouli candles. Unsurprisingly, their rebellious mien attracted a new type of client. Mick Jagger, Bianca Jagger, The Beatles, Yoko Ono, Twiggy and Jack Lemmon were just a few notable customers. Sexton has famously dressed many prominent designers, too, including Sir Hardy Amies, Bill Blass, Stella McCartney and Bruce Oldfield.

Today, Sexton continues to attract dandies, rock stars and business people alike with his distinctive strong shoulders, rich lapels and waisted and flared tailoring.

**Edward Sexton**  
SRB Associate Member

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## DORMEUIL

In 1842, Jules Dormeuil created a family business that soon became a world leader in luxury fine cloths. Renowned for quality and creativity, the House of Dormeuil has developed timeless and iconic fabrics in natural fibres that have cemented the company's reputation across all five continents. Each season, Dormeuil unveils exclusive and innovative designs that are manufactured in England and use traditional methods blended with modern technology. In the enduring Made in England label, Dormeuil's past and present are united in looking towards the future.

### **Dormeuil**

SRB Associate Member

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[www.dormeuil.com](http://www.dormeuil.com)



## HARRISONS

Harrisons of Edinburgh was founded in 1863 by Sir George Harrison who began his career as an apprentice with an Edinburgh tailor. His first business venture was with a partner, establishing a business of wool drapers, hatters and hosiers in 1838. Twenty-five years later he bought an existing firm of woollen merchants, J&A Ogilvy, changing the name to what is known today as Harrisons of Edinburgh.

Harrisons has always traded in the finest cloths, specialising initially in pure cashmeres, both for jacketings and suitings. The firm has also gained an excellent reputation for sporting tweeds, all of which are woven in Scotland under the name Porter & Harding, offering a fine collection of bunches from 12oz to 18oz.

Acquiring other woollen merchants was a means by which Harrison could expand its business, especially for the overseas markets. Though it wasn't until 2010 that the company acquired their next woollen merchant, H. Lesser & Sons. Renowned for servicing the tailors of the West End and the City of London, H. Lesser gained an excellent reputation among the best tailors in the U.K. and beyond. More recently Harrisons have acquired Smith Woollens & Co and W. Bill, commencing what promises to be another exciting chapter in the company's history.

### **Harrisons of Edinburgh**

SRB Associate Member

LBD House, Waterbridge Court  
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Tel: +44 (0) 1392 822 510  
[www.harrisonsofedinburgh.com](http://www.harrisonsofedinburgh.com)

# HUDDERSFIELD



## HUDDERSFIELD

Huddersfield Fine Worsteds Limited incorporates several fine worsted names including Broadhead and Graves, Josiah France, Learoyd Brothers and Martin Sons along with the merchant names of Hardy Minnis & Hunt & Winterbotham. Many of these famous names have a history of weaving going back to 1830.

The bunches include all our traditional cloths such as the world famous Fresco travel suit cloths and the recently updated Worsted Alsport and Classic II. This year will feature new editions of English flannels and a brand new Super 130s entitled Bedlam.

Over recent years we have added a large range of bunches featuring all that is best from Italy and the rest of the world to the range so that we can now offer something for everyone.

### **Huddersfield Fine Worsted Ltd**

SRB Associate Member

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## DUGDALE BROS

The last remaining cloth merchant based in Huddersfield town centre, the home of finest English cloth, Dugdale Bros & Co Ltd have, quite literally, been at the centre of cloth making since 1896. The cloth making heritage of the town has been a constant source of inspiration to Dugdale, employing highly skilled designers, weavers and finishers has meant their cloths have always found favour with the finest tailors, couturiers, designers and garment makers worldwide. Acquiring Fisher & Co, latterly Thomas Fisher, in 1961 allowed Dugdale to enhance their archive, already preserved over several generations. This combined with unbroken sales in most global markets has allowed the company to develop a very wide offering of cloths from luxurious wools and cashmeres, lightweight mohairs and cottons, and wool blend corduroys, to their speciality worsted and iconic White Rose tweeds and Countrywear. Dugdale Brothers purpose will always remain to define the Englishness in their cloths.

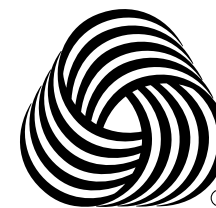
Please contact [enquiries@dugdalebros.com](mailto:enquiries@dugdalebros.com) for more information.

### **Dugdale Bros & Co**

SRB Associate Member

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THE WOOLMARK COMPANY

## THE WOOLMARK COMPANY

As a supporter of London Collections: Men, The Woolmark Company continues to expand and develop their activities and designer partnerships during the events and show schedule as a way to highlight the relevance of Merino Wool across the seasons within menswear and especially within the British fashion and textile manufacturing industry. As in previous seasons The Woolmark Company will join forces once again with Savile Row to present The Tailoring Houses through a display and demonstrations of the craftsmanship and expertise required in hand-crafted bespoke suit-making. The event will be a showcase of the journey through the different facets of bespoke suit-making detailing the different styles and finishes used by the tailors on the Row, in addition to looking at the key ingredient used in fine tailoring – wool.

Under the artistic direction of Grace Gilfeather, British GQ Fashion Production Editor, the event will celebrate the authentic English approach to menswear. Highlighting Merino Wool as the core ingredient fibre of the yarns, fabrics and garments produced by some of the world's most prestigious manufacturers and tailors, demonstrating expertise and heritage. The collaboration seeks to raise awareness of wool's natural performance properties and versatility across the seasons and product categories. Merino Wool naturally 'breathes', effectively regulating the wearer's body temperature, keeping them warm in winter and cool in summer. Wool naturally absorbs moisture and nullifies odour, resists static electricity and provides natural UV protection, does not ignite so is safe to wear. Merino Wool has a natural elasticity due to the fibre crimp which helps garments resist creasing and retain their shape, and are less likely to pill due to the longer fibre lengths used in manufacture to ensure guaranteed garment performance.

Australia has provided Merino Wool to the global manufacturing industry for over 200 years. England has always had a thriving wool trade, and cloth has been exported from England since Roman times providing the U.K. with an important trade revenue. The seat of the Lord Speaker in the House of Lords is referred to as The Woolsack and has been used in recognition of this thriving and important trade for the British economy since the reign of King Edward III.

For Merino Wool information please visit [www.merino.com](http://www.merino.com) or [www.woolmark.com](http://www.woolmark.com)

**@woolmark**

## MERINO, MILLS & MERCHANTS

The traditions in the production of wool fabric and garment manufacture have long lines of family heritage and craftsmanship that have been in existence in the mills and merchants for over 450 hundred years. There are many kinds of wools produced in many countries, and all of it is natural, biodegradable and renewable, but most of the soft, fine Merino Wool used in the fashion and fine apparel industry comes from Australia, whose pristine environments have the precise combination of sunshine, grass and rain needed to keep Merino sheep happy and healthy. Many of the Merino farms have been in the same families for over a century, and their expertise and dedication have resulted in breeding programmes producing ever finer, softer fleeces.

An individual Merino sheep yields 18kg of wool each and every year of its adult life. Specialists in wool grading and sorting select these fine fibres, much akin to a Michelin star restaurant. It is this selection of the ingredient fibre that determines the resulting softness and fineness and end use of the garment. This in combination with innovations in processing techniques and modern machinery extends these traditional techniques and procedures to enable finer, lighter and, in some cases, with additional finishing practices, softer, loftier, brushed surface fabrics or knitwear; or smooth, clean and pristine tailoring fabrics. Today the traditional-looking tweeds can be much softer and lighter to wear, making them more appropriate for today's lifestyle and daily environments. The whole industry pipeline is committed to innovation and development, each adding an important ingredient to the mix, bringing their knowledge and legacy into the craftsmanship and refinement of bespoke tailoring.

**#merinowool**



## OUR SPONSORS





## BENTLEY

Bentley has commissioned Dege & Skinner, Gieves & Hawkes, Henry Poole and Huntsman to create unique, modern interpretations of the classic driving jacket. Each jacket celebrates the heritage and artistry that Bentley and Savile Row represent. The collection embodies truly bespoke tailoring from Savile Row, paired with the very best of British luxury from Bentley Motors.

Since 1919, Bentley has created some of the finest automobiles on the road. Finished at the hand of expert craftspeople, these cars, as with Savile Row tailoring, have attracted sophisticated collectors from around the world for generations. In bringing Bentley and Savile Row together, the collection of jackets showcases the best of British craftsmanship and performance today, along with the rich heritage and storied history of their patrons.

Intelligent Details: The Bespoke Driving Jacket documentary film forms part of Bentley's Intelligent Details series. The film features the four Savile Row houses as they each create their Bespoke Driving Jackets.

YouTube link: [youtu.be/WFxo27NXOwM](https://youtu.be/WFxo27NXOwM)

**#bentleyxsavilerow**

# HUNTSMAN

11 SAVILE ROW, LONDON

*established 1849*

## HUNTSMAN

Huntsman is proud to be a sponsor of Savile Row: Inside Out. As a founding member of the Savile Row Bespoke Association and one of the Row's preeminent tailoring houses, the company's role within the menswear arena continues with a strength and vitality that has ensured its 165 year story continues.

Established in 1849 by Henry Huntsman, and located on Savile Row since 1919, Huntsman employs a team of over 35 cutters and tailors. All of the company's bespoke clothing is hand cut and hand sewn in house, with unerring attention to detail and quality. Blending traditional techniques with sophisticated cloths, precision is paramount and the backbone of our reputation for beautiful craftsmanship and style. Our heritage is brought to life not only through our extensive archive, but in the uncompromised tailoring produced by us today, where the techniques and skills passed through generations is as relevant to our present day tailoring as it was in 1849. Huntsman continues to run an established apprenticeship programme in order to safeguard and preserve this methodology and recognition of exacting standards for generations to come.

Huntsman's iconic house style is timeless, cutting a dash on today's modern gentleman. Purveyors of the original one button coat, first conceived in the 1940s, its balance and line lend for a flattering, waisted coat with a firm shoulder and quintessentially British silhouette. It combines the company's strong equestrian and military heritage with the elegance of evening wear, blending the exacting lines of a hacking jacket with the single button fastening of a dinner jacket. Our distinctive house tweeds and suitings are almost as recognisable as our house style.

Huntsman's clothing has graced the shoulders of Lords and Ladies, Kings & Queens, Captains of Industry and stars of stage and screen. Illustrious patrons over the years have included Queen Victoria, King Edward VII, Gregory Peck, Cecil Beaton, Hardy Amies, Gianni Agnelli and Katharine Hepburn, through to major style icons of today.



## CHIVAS

Chivas is a blend of many different malt and grain Scotch whiskies, matured for at least 12 years. Since 1801 this rich, smooth blend balances style with substance and tradition with a modern twist.

Chivas and Savile Row Bespoke Association have come together as partners to continue to support and celebrate heritage, modern craftsmanship and style. Over the course of the year, they are joining forces to develop events and activities to inspire appreciation for the art and heritage of tailoring, and the craftsmanship and heritage of Chivas.





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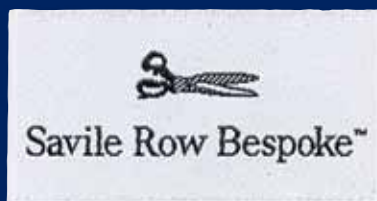
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