

IN & AROUND

SAVILE ROW

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The jewel in the crown of men's tailoring, Savile Row in London has unveiled street improvements allowing passersby to better experience the tailors in action.

Savile Row is one of London's most famous and prestigious streets and acts as a cultural hub for sartorial style and bespoke tailoring, not only for the city of London but internationally.

A major street enhancement programme of Savile Row was completed in September, ensuring this important part of historic Mayfair remains a thriving cultural hub for bespoke tailoring and modern and contemporary art. Working closely with its partners The Pollen Estate and Savile Row Bespoke, Westminster City Council developed a long-term plan for the area. Other partners that contributed to 'A Vision for East Mayfair' included the Royal Academy and O&H Properties.

The improvements have seen the streets decluttered, new wider spaces for pedestrians and the use of best quality materials to enhance the historic setting of the Savile Row bespoke tailors.

'The widening of the pavements allows passersby to enjoy and witness the cutters and tailors at work, and highlights the Row's commitment to the theatre of craft. The new Elizabeth line launching in nearby Hanover Square, and the recent completion of the new Royal Academy link from Piccadilly to Burlington Gardens, means the Row will benefit from an increased number of pedestrians. The improvement works were undertaken with a view to elevate the visitor experience of Savile Row and have elaborated on the elegant linear elements of Savile Row, including clarifying its footways, rationalising street furniture and revealing the unique, historic setting of its buildings,' explains Julian Stock, chairman of The Pollen Estate.

'2019 is set to be an exciting time for the Row,' adds Stock. 'We have interest from a number of leading international brands and we look forward to sharing new tenant updates with you soon.' **RF**

Over the years...

- Henry Poole moved to Savile Row in 1846 and created the evening dinner jacket for the Prince of Wales in 1860.
- Founded in 1865, Dege & Skinner is a holder of a Royal warrant and founding member of the Savile Row Bespoke Association. The tailor creates military uniforms, most recently for Prince Harry's wedding party.
- Established in Belgium in 1938, fabric specialist Scabal moved to 12 Savile Row in 1972 and has more than 5,000 on offer, weaved at its heritage mill in Huddersfield.
- Mentored by Tommy Nutter, Oswald Boateng offers a trademark twist on traditional British tailoring. The fashion designer opened a store on Vigo Street in 1995, previously creative director of Menswear for Givenchy, then moved to his current location at 30 Savile Row in 2008.
- Huntsman has a 167-year history, involved with sporting gentry and film.
- Maurice Sedwell moved to Savile Row in 1963 and in 1994 moved to its current location at 19 Savile Row. The tailor established The Savile Row Bespoke Association.
- Established in 1821, Nortons moved to Savile Row to join the growing number of tailors in the Sixties and gained recognition as a sporting tailor for British and European royalty and aristocracy (Edward VII/Winston Churchill).
- Founded on Savile Row in 1992, Richard James aims to produce classic men's clothing yet pushes the boundary through colour, cut and design.

