

IN-STORE

Bentley explores Savile Row history in driving jacket collection

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Savile Row driving jackets for Bentley

By JOE MCCARTHY

British automaker Bentley Motors tapped four of the top bespoke tailor houses on historic Savile Row in London to create driving jackets.

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Luxury Daily

Each of the tailors originated in the 1800s and the driving jackets are meditations on how their histories have evolved over the years and intersect with Bentley. Bentley has built up its lifestyle division over the past several years, expanding into numerous categories, and this partnership acts as an affirmation of its fashion merits.

"Commissioned by Bentley Motors, the jackets celebrate the heritage and artistry that both Bentley and Savile Row represent," said Graeme Russell, head of communications at [Bentley Motors](#), Washington.

"In a level of finish reserved for the most discerning of collectors, the capsule collection presented by Bentley embodies truly bespoke tailoring from Savile Row, paired with the very best of British luxury from Bentley Motors," he said.

Sharing excellence

Savile Row bespoke tailoring is venerated around the world. The tailors that operate there

have established reputations over decades, even centuries, serving royalty, celebrities and luminaries, and they groom prospective tailors for years.

As a British brand founded in 1919, Bentley understands the prestige that Savile Row items bestow and sought to borrow this cache for an exclusive line that simultaneously elevates its own heritage.



Savile Row and America: a Sartorial Special Relations

The four houses tapped for the collaboration are Dege & Skinner, Gieves and Hawkes, Henry Poole and Huntsman.

Initially, Bentley displayed the four driving jackets at an exhibit in Washington called "Savile Row and America: a Sartorial Special Relations." The exhibit also explores the history of Savile Row and was curated by the fashion and luxury journalist Nick Foulkes.



Savile Row and America: a Sartorial Special Relations

All of the houses contemplated how best to fuse their unique identities with Bentley's brand image. The four jackets distinctly render each tailor's point of view and will likely appeal to a broad array of luxury consumers.

Following the exhibit, the jackets will return to the four houses where interested

consumers can request their own.

To fully capture the level of detail and thought that went into each jacket, Bentley created a short film as part of its Intelligent Designs series.

Shot on an iPhone 6, the film features the lead designers and team members as they describe the histories of their houses and how they drew on that history, the present moment and Bentley for their designs.

The film also shows various designers at work on pieces, intently attending to cuts, measurements or adjustments.

Embedded Video: <https://www.youtube.com/embed/WFxo27NXOwM>

Intelligent Details: The Bespoke Driving Jacket

Learning from the best

Bentley regularly produces videos that explore the motivations and talents of celebrated figures.

For instance, the British automaker honored visionaries from a variety of industries with a video series that conveyed its commitment to innovation.

The Bentley Mulsanne Visionaries features figures ranging from actor and philanthropist Jackie Chan to Lalique CEO Silvio Denz. Including figures from wide-ranging backgrounds shows that the brand looks to various sources for inspiration ([see story](#)).

Bentley also experiments with its film production.

For instance, Bentley Motors showcased the thought process behind its technological advances with a film shot with an iPhone 5s.

The brand integrated iPad tables into its flagship Mulsanne model and the film follows the people who spearheaded the design. Although the film's merits likely attracted brand loyalists, the unusual method pulled in those interested in the iPhone's capabilities ([see story](#)).

Final Take

Joe McCarthy, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/PMJBjbFeeBs>

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