

APPAREL AND ACCESSORIES

## Turnbull & Asser captures Mr. Benn storylines in silk

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*Mr. Benn is a beloved cartoon created by David McKee. Image credit: Turnbull & Asser*

By STAFF REPORTS

British shirtmaker Turnbull & Asser is helping cult classic cartoon Mr. Benn turn 50 years old with a series of commemorative pocket squares.

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Created by illustrator David McKee, Mr. Benn is best-known for a 13-episode BBC children's television program that aired during the early 1970s. The character Mr. Benn is shown in each episode leaving his home before making his way to a nearby dress shop where his adventure would begin.

Mr. Benn becomes Mr. Bond

Once at the dress shop, Mr. Benn would be greeted by the shopkeeper who would encourage him to try on different costumes.

When Mr. Benn would enter the dressing room he would go through a second door. Doing so would transport him to the world matching his costume.

Episodes saw Mr. Benn become a circus clown, a knight on a dragon or an explorer on safari.

To celebrate Mr. Benn's 50th anniversary, the Illustration Cupboard Gallery on London's Bury Street will host an exhibition on the character from Aug. 16 until Sept. 16.

Royal warrant-holding shirtmaker Turnbull & Asser happens to be located next door to the Illustration Cupboard Gallery, and has signed on to create limited-edition pocket squares to mark the occasion.

As the official shirtmaker for 007, Turnbull & Asser worked with Mr. McKee to create different Mr. Benn scenes where the cartoon character becomes James Bond.

One square shared by Turnbull & Asser shows Mr. Benn in the dressing room, in a James Bond-style tuxedo and holding a pistol. The mirrors of the dressing room create a kaleidoscope-like pattern, but each pane shows Mr. Benn in a slightly different pose.



*Turnbull & Asser's James Bond-themed Mr. Benn pocket square. Image courtesy of Turnbull & Asser*

Another shows Mr. Benn parasailing over the River Thames, right near Parliament. Mr. Benn, dressed as 007, is shown using a slingshot to catch the bad guys fleeing in a power boat.

Turnbull & Asser often uses its hand-printed silk pocket squares to express personality.

For example, the menswear label uses its bespoke capabilities to immortalize man's best friend.

Turnbull & Asser will create a pocket square to order with the image of an owner's dog placed onto the fabric. Going beyond initials when personalizing merchandise can help create even more of an impression on consumers ([see story](#)).

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