

APPAREL AND ACCESSORIES

Huntsman takes its bespoke tailoring services on the road

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Huntsman Savile Row's Airstream. Image credit: Huntsman Savile Row

By STAFF REPORTS

British menswear label Huntsman Savile Row is embarking on a cross-country road trip to celebrate its growing presence in the United States.

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Following the opening of its expanded New York boutique earlier this summer, the brand has outfitted a vintage 1980s Airstream trailer to serve as a mobile fitting room. This tour, which will take the brand from Chicago to California, will allow the brand to grow beyond its New York location through limited-time appearances.

Traveling tailor

Responding to interest from the U.S. audience, Huntsman grew beyond its existing appointment-only space on 57th Street in Manhattan, opening a three-floor pied-a-terre. Located in the same complex as the other space at 130 West 57th Street, this townhouse is three times larger than its previous salon.

A reception area features a library of fabric, while other spaces within the structure are designated as a private fitting room and a cutting room. Huntsman says this space more accurately mimics the "club" environment that exists in Huntsman's Savile Row boutique.



Huntsman's New York apartment. Image courtesy of Huntsman

Along with this location opening, Huntsman has brought added staff to its New York operations. The brand hired Ed Turco from Loro Piana as its U.S. director of operations and also brought its cutter Ralph Fitzgerald to New York full-time.

The apartment, which once belonged to Tony Bennett, features other references to celebrity, with the measurement parchments for famous clientele such as Audrey Hepburn, Ronald Reagan and Ralph Lauren.

Heralding its new space, Huntsman is taking its tailoring on the road. Timeless Travel outfitted a restored Airstream trailer inside and out to reflect the brand.

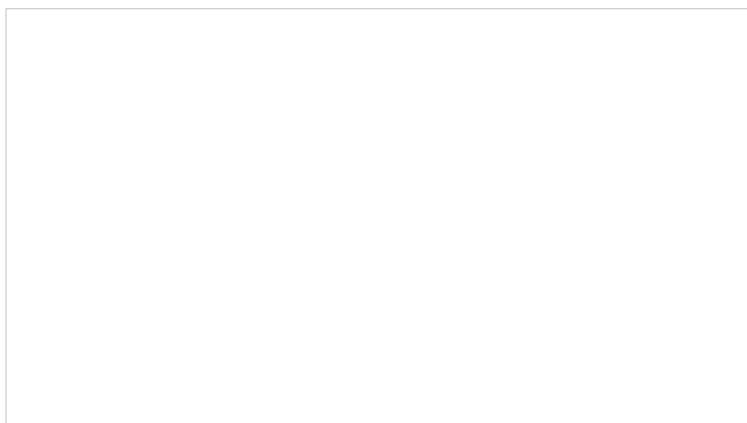
The metallic exterior includes the Huntsman brand name in its signature red, while the interior features tweed-lined walls and design touches such as antlers. The bedroom has been turned into a fitting room, with a three-way mirror.



Huntsman's Airstream features nods to its British heritage. Image courtesy of Huntsman

Consumers will be able to shop an array of ready-to-wear designs, some of which speak to the open road, such as a driving jacket Huntsman created for Bentley.

Huntsman tailors will also be on hand to have appointments with clients as well, taking their measurements and working with them to create garments to their specifications.



Huntsman's Airstream. Image courtesy of Huntsman

The trailer kicked off its tour in late August and will be traveling to destinations such as Boston, Dallas, Los Angeles and San Francisco over the next year. The next stop will be Burning Man.

"I have long had a hankering for the timeless American trailers," said Pierre Lagrange, Huntsman owner and chairman, in a statement. "I was fascinated by their design.

"So, after purchasing historic Savile row tailor, Huntsman, I was quick to find the perfect excuse to combine Huntsman's bespoke tweeds with the silver-aluminum caravans," he said.

Road trips allow brands to engage with consumers where they are.

For instance, French linen maker Yves Delorme shared its passion for textiles with consumers through a summer-long branded road trip through 24 European cities.

"La Route de Linge," or The Linen Road, commemorated the brand's 170th anniversary, as its Airstream caravan visited the manufacturers, studios, corporate offices and boutiques integral to its brand operations. This road trip celebrates the brand's heritage, while also delving into the textile industry's storied past, traversing the same roads frequented by those with an uncompromising view on quality ([see story](#)).