

APPAREL AND ACCESSORIES

Savile Row tailor Huntsman makes face masks to match bespoke shirts

May 8, 2020



Huntsman face masks will match the shirts that the Savile Row tailor makes for its upscale clientele. Image credit: Huntsman & Sons

By LUXURY DAILY NEWS SERVICE

If face masks are here to stay for a while, why not add a touch of style to substance?

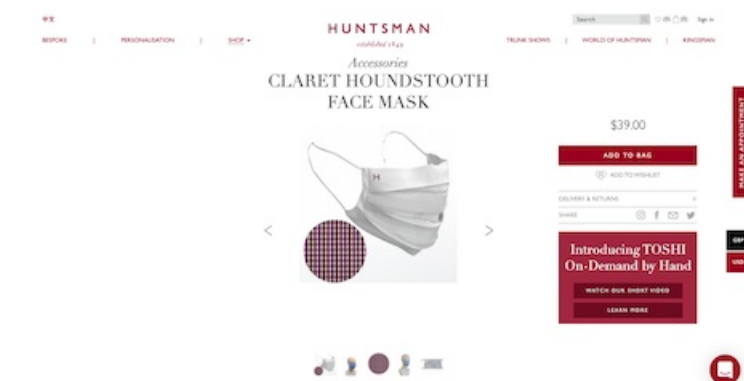
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Spotting an opportunity, Savile Row tailor Huntsman & Sons has dived in headlong to produce high-end face masks that ideally can match the shirts the firm makes for customers.

"As with all significant events in history, fashions are changing," Huntsman said in an email to customers and those in its database. "The beauty of bespoke is that we change also.

"Introducing the Huntsman Face Mask. Available in the finest cotton, practical, stylish, and made with the same unfaltering craftsmanship you can expect from any Huntsman bespoke garment."

The initiative comes on the heels of Huntsman's partnership with other Savile Row tailors to sew scrubs for National Health Service healthcare workers on the COVID-19 frontline in the United Kingdom. Until business as usual resumes, **Huntsman's tailors and cutters are making protective garments for NHS workers.**



The face mask is the latest accessory offering from Savile Row's Huntsman, priced at \$39 per piece and non-refundable. Image credit: Huntsman

All sewn up

The London-based firm, dressing royals, celebrities and the well-off since 1849, stresses three features associated with its face masks: crafted with care, fit and material.

The **Huntsman Face Masks**, as they are called, are handcrafted in the United Kingdom with 100 percent Egyptian cotton to ensure that they are soft and durable.

The double-layered design allows customers to house their own filter elegantly and discreetly within the mask.

Embroidered with the signature Huntsman "H," these face masks are available in a choice of five cloths: blue herringbone, white herringbone, claret houndstooth, navy oxford, and blue and white stripe. They are machine washable for repeated use.

The Huntsman face masks come in a classic box pleat design, with elasticated straps for comfortable repeat wear.

Available on **Huntsman's Web site**, each face mask costs \$39.

The masks are non-refundable and cannot be returned due to obvious health and hygiene reasons.



The Huntsman shop at 11 Savile Row in London. Image credit: Huntsman

Huntsman partnered Alumo, producer of fine Swiss cotton, to make the masks.

"Because a face mask is one of the most personal items you can put on your body, we use the same quality cloth as we do for our bespoke shirts, so you can be assured you'll be wearing a mask of the finest fabric," Huntsman said.

ONE MORE thing: If customers are so inclined, they call email Huntsman about bespoke commissions and get shirts to match the face masks. The shirts cost a little more.