

AUTOMOTIVE

## UK sports carmaker Lotus strikes apparel deal with Savile Row's Norton & Sons

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*Two British firms, sports carmaker Lotus and Savile Row tailor Norton & Sons, are joining hands to work on performance-oriented gear. Image courtesy of Lotus, Norton & Sons*

By LUXURY DAILY NEWS SERVICE

Lotus has tapped Savile Row tailor Norton & Sons to design and produce apparel for its customers as the British sports carmaker steps out under new shareholders and management.

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While both companies have been rather coy about the details, what is known is that Norton & Sons will make performance-oriented, light-weight apparel with a contemporary and sporting feel for Lotus drivers.

"Like our sports cars, the fruits of this collaboration will be handcrafted in Britain using British-made technical materials, and will have a genuine focus on ultimate performance through light-weighting," said Russell Carr, design director at Hethel, England-based Lotus, in a statement.



*Savile Row is known for its fine English tailoring, boasting such firms as Norton & Sons, Gieves & Hawkes and Huntsman, as well as Anderson & Sheppard around the corner on Burlington Street*

Sporty fit

Founded in 1821, Norton & Sons is one of the oldest tailoring firms on London's Savile Row, counting customers such as UK's King Edward VII, actor Cary Grant and Chuck Yeager, the first pilot to break the speed of sound.

Known for its bespoke commissions, the firm is also known for its lightweight apparel for sporting occasions. It continues to cut and sew informal tailored pieces for designers across London, New York and Paris.

The deal with Lotus comes just as the 72-year-old automaker reinvents itself.

Lotus is known for its history in Formula 1 racing and appearances in James Bond movies such as "Spy Who Loved Me." It is known for its light-weight construction with input from its Lotus Engineering consultancy that is currently foraying into automotive electrification.



*A Lotus car parked outside 16 Savile Row, home to Norton & Sons. Image courtesy of Lotus and Norton & Sons*

The Lotus Evija hypercar the first all-electric British hypercar and claimed as the most powerful series production car ever made is the car company's first step in this eco push. Indeed, this car will inspire the new collaboration with Norton & Sons.

"The year I was born Lotus won the Formula 1 Constructors' Championship," said Patrick Grant, director of Norton & Sons, in a statement.

"Growing up it was the definitive British sports car brand," he said. "James Bond drove a Lotus Esprit and it was the car that every kid in the playground dreamed of owning.

"Colin Chapman is revered as an engineering icon, a pioneer and an entrepreneur of exceptional personal style. Norton & Sons has a long tradition of making for sportsmen and pioneers, so Lotus and Norton & Sons feels like a perfect fit."

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