

AUTOMOTIVE

Land Rover teams with Henry Poole & Co. for collaborative commemoration

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Land Rover's Chief Creative Officer Prof. Gerry McGovern and bespoke Savile Row tailor Henry Poole & Co. created a unique jacket fabric inspired by the original 1970s Range Rover. Image courtesy of Land Rover

By LUXURY DAILY NEWS SERVICE

British automaker Land Rover is celebrating 50 years of its iconic Range Rover through a collaboration with a Savile Row tailor.

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Henry Poole & Co. worked with Land Rover's chief design officer, Prof. Gerry McGovern, to create a unique jacket fabric to commemorate the anniversary. Fifty bespoke jackets will be made using the lambswool fabric, and the automaker is also releasing a limited-edition Range Rover Fifty.

"Both Henry Poole and Range Rover have a unique heritage and the ability to create highly desirable products," Prof. McGovern said in a statement. "The exclusivity of both the Henry Poole jacket and the Range Rover Fifty edition make it a rarity which is something that appeals to both Henry Poole and Range Rover customers."

Celebrating Range Rover

The Range Rover made its debut in 1970 as "the original luxury SUV."

Original exterior colors of the Range Rover including Tuscan Blue, Bahama Gold and Davos White served as inspiration for the dogtooth check fabric.



50 bespoke jackets will be made with the Range Rover-inspired fabric. Image courtesy of Land Rover

Henry Poole produced only 131 yards of the lambswool fabric, enough for 50 bespoke men and women's jackets. The jackets feature Tuscan Blue lining and a Bahama Gold under-collar.

Land Rover and Henry Poole & Co. created a fabric honoring Range Rover

The three archival colors will also be used for Range Rover Autobiography Fifty Edition, the first time they are used as exterior shades in 35 years. It will be limited to 1,970 units and feature bespoke exterior accents.

Finally, the Range Rover Reborn program gives clients an opportunity to own an original 1970s model, restored to its original specifications. In a commitment to authenticity, Land Rover Classic Parts are used for the restorations.

Completed restorations will start at \$192,000 and will be available in authentic Land Rover colors, including Tuscan Blue and Bahama Gold.

Land Rover often leans into nostalgia for anniversary efforts, including in 2018 for the automaker's 70th anniversary.

While many of Land Rover's 70th anniversary efforts have focused on celebrating past and present fans of its cars, the short "70 Years On" is notable because it also honors an employee from the early years of the automaker. The film reunites a factory employee, Dorothy Peters, with a Series I Land Rover she helped build seven decades ago ([see story](#)).

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