

IN-STORE

Savile Row's Gieves & Hawkes hops the pond to expand customer reach

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By RACHEL LAMB

Savile Row tailor Gieves & Hawkes is bringing its made-to-measure and custom-made apparel and accessories to United States consumers with a trunk show in New York and Chicago this month.

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Gieves & Hawkes will be working out of hotel suites at the Waldorf Astoria in Chicago March 19-20 and The Pierre in New York 22-23. This is also the first time that Gieves & Hawkes' made-to-measure garments will be available in the United States.

"We want to open up the market to our U.S. customers again," said Carlos Singh, head of global marketing for Gieves & Hawkes, London.

"We were over there around five years ago, but we're looking as part of our strategy to really open up this market again, especially to introduce the fall collection and the service that we offer at Gieves & Hawkes," he said.

"We eventually want to spread out to other places in the U.S., Los Angeles and, eventually, Dallas, but we're just stopping in the two places for now."

The tailor will also be in Chicago June 4-5 and Oct. 29-30. It will return to New York June 7-8 and Nov. 1-2.

Gieves & Hawkes has been at No. 1 Savile Row since 1912, but has been in production since 1771. It has held Royal Warrants since 1809 and is one of only three brands worldwide to currently hold three Royal Warrants, per the label ([see story](#)).



Gieves & Hawkes store in Savile Row

Suit up

Gieves & Hawkes has been heading over to the U.S. for the past two or three seasons, but mainly to see current clients for additional fittings, Mr. Singh said.

This year, the brand is bringing with them Carreducker, the bespoke footwear maker that works along with Gieves & Hawkes on Savile Row, to complete the process. Bespoke shoes start at \$4,000.

Gieves & Hawkes is carting along more than 3,000 fabrics from around the world for customers to choose from for their bespoke purchases.



Gieves & Hawkes spring/summer collection

Consumers can be suited for both every day work wear and occasionwear.

Bespoke suits start at \$6,500, made-to-measure suits from \$1,600 and shirts from \$320.

Customers are fitted with a pattern that Gieves & Hawkes uses throughout the customer's lifespan.

"If a customer grows in girth, for example, or grows taller, we will use that main pattern that will grow with them to always maintain that same fit," Mr. Singh said.

There will also be the full gamut of Gieves & Hawkes leathersgoods and accessories including ties, socks, handkerchiefs, belts and a Vicuna suit for \$40,000.

Although Gieves & Hawkes has had a variety of skilled apprentices over its history – the late Lee Alexander McQueen, for example – the most experienced tailors will be coming over to ensure a luxurious experience for consumers.



Tailor at No. 1 Savile Row

The Gieves & Hawkes tailors are trained for five to seven years, according to Mr. Singh.

The tailor is relying on word of mouth, advertisements in The Wall Street Journal and a small note on its Web site to spread word of the trunk shows.

Bespoke experience

Although there are affluent consumers around the world, there seems to be a difference in the fashion choices between countries.

However, the main difference between the trunk shows in the U.S. than the experience on Savile Row is just the setting, per Mr. Singh.

Consumers will not be able to get the full service because Gieves & Hawkes tailors will be working out of suites rather than the main space in London, but the experience will still be based around providing a luxurious room for customers to sit and look at fabrics.



Tailoring at No. 1 Savile Row

“[British luxury] is synonymous with Savile Row – the key selling point is that it is well-known as an area for craftsmanship and tailoring,” Mr. Singh said.

“The epitome of luxury, at least for me, is someone handcrafting your suit from beginning to end, working with a machinist to produce the garment and making sure that it is fitted correctly,” he said.

“The thing that makes it stand out from a U.S. perspective is that we have hundreds of years servicing royalty and VIPs and tailoring for their needs.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York