

TRAVEL AND HOSPITALITY

Cunard taps world's first female master tailor

May 2, 2024



Onboard Queen Anne's maiden voyage, uniforms designed by Savile Row expert Kathryn Sargent will debut on May 3. Image credit: Cunard

By LUXURY DAILY NEWS SERVICE

British cruise line Cunard is partnering with a pioneer in the fashion industry.

Teaming up with the world's first female master tailor, the brand is due to reveal a set of new uniforms designed by Savile Row expert Kathryn Sargent. The outfits are inspired by Cunard's archives and, as of May 3, will be debuted onboard.

"It's been a privilege to work with Kathryn and see how the style and elegance of her uniforms have come to life throughout the design and fitting process," said Inger Thorhauge, captain at Cunard, in a statement.

"I can't wait to wear the new uniform with pride when I and my team will be welcoming guests for the very first time on May 3."

Style cues reach Cunard

Bringing together modern English styling and the rich history of the travel company, Ms. Sargent has long been a staple in the London fashion scene.

Her creative touch is woven into the bespoke blues, whites and mess sets for Cunard staff of captains and officers.

Our new Queen has arrived! Welcome to the world Queen Anne. Last night Queen Anne made her grand entrance into her home port of Southampton. It's now only two days to go until the first guests get to embark on the maiden! We are so proud to welcome Queen Anne to the Cunard fleet. pic.twitter.com/NJl9rcMZGM

cunardline (@cunardline) May 1, 2024

Cunard named its first female captain, Ms. Thorhauge, in 2010. She is one of many crew members who will don the complete looks onboard tomorrow, as the Queen Anne departs on its maiden voyage ([see story](#)).

"I have long held a fascination and interest in the symbolism and structure of uniforms and working with Cunard," said Ms. Sargent, in a statement.

"It has been a privilege to get to know Captain Inger and to work with a brand whose principles closely align with a shared sense of tradition, precision, craft, and putting the individual at the heart of what both do and an appreciation for dressing

appropriately with a sense of occasion, grace, and comfort.”

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