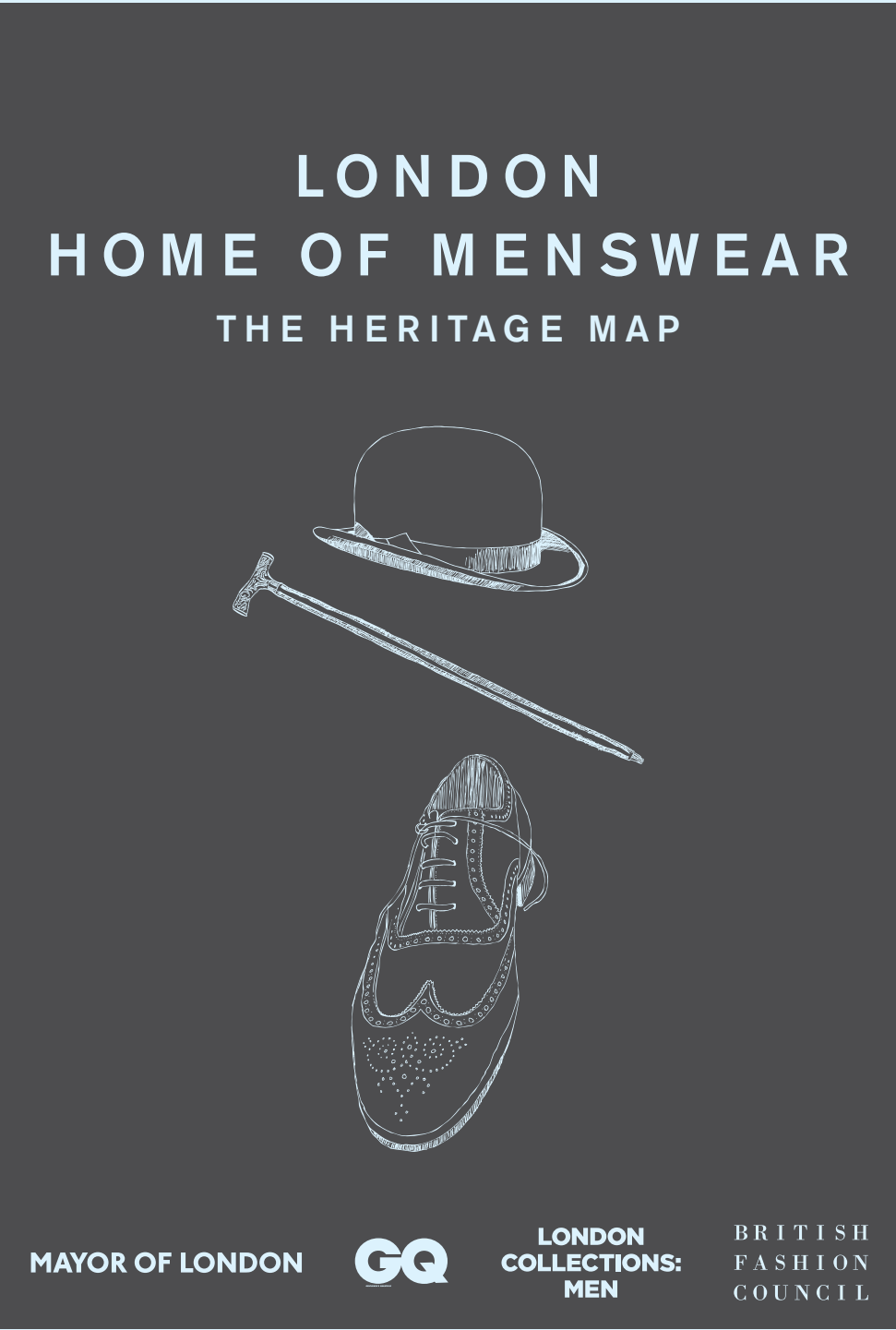




TEN ICONIC STYLES BRITAIN GAVE THE WORLD

THE RIDING COAT

Between 1750 and 1830, influences from equestrian country clothing informed English tailoring. Style leadership shifted from the aristocracy at court to the landed gentry and mercantile middle classes, a shift which ran concurrent with an increasing professionalisation of the commerce and manufacturing which fuelled Britain's economy. By the early 19th century, the riding coat had developed stylistically to be a tailcoat which included a double breasted row of buttons, a high collar and a steeply cut away front.

DANDY

At the beginning of the 19th century George (Beau) Brummell established a new mode of dress for men that observed a sartorial code that advocated a simplified form of tailcoat, a linen shirt, an elaborately knotted cravat and full length 'pantaloon' rather than knee breeches and stockings. An arbiter of fashion and a close friend of the Prince Regent, Brummell had high standards of cleanliness and it is claimed that he took five hours to dress. Sourced from the most expensive tailors on Mayfair's shopping streets, Brummell's understated approach to dress was transformative in defining the style of the period and came to be known as dandyism. His favouring of full-length trousers established a silhouette in men's tailoring which endures to the present day.

TWEED AND TARTAN

Tartan is inextricably linked with the origins of the Scottish nation. In the 1920s the Prince of Wales, later the Duke of Windsor combined traditional British plaids, tartans, and tweeds with spots and stripes making him a style ambassador for the British textile and manufacturing industries. Tweed is a derivation of the Scottish word 'tweel' or 'twill' misread by an English merchant in 1830 and influenced by association with the River Tweed in Scotland. Ever the champion of British textile traditions, Vivienne Westwood named her 1987 collection 'Harris Tweed' after the cloth which to this day is hand-woven by islanders in Scotland.

BOWLER HAT

The bowler was designed in 1849 for Edward Coke, the younger brother of the 2nd Earl of Leicester by Thomas and William Bowler for hatters Lock & Co. of St. James's. The brief was to create a hat for Coke's gamekeepers to protect them while they were riding. Referred to as the 'Coke', it was worn by labourers until its adoption by Edward VII. Its characteristic domed crown and curled brim remained emblematic of the London City gent and the bowler hat's international appeal meant it was the most popular hat in 19th century America overshadowing both the Stetson and the cowboy hat. One of the most famous British icons to wear the bowler hat was Winston Churchill.

THE BURBERRY TRENCH COAT

Burberry's first London store opened on Haymarket in 1891 and by the 1910s Thomas Burberry's development of water-resistant gabardine led to outdoor-wear commissions for Britain's early expeditions to Antarctica and the South Pole. In 1901 Burberry was commissioned by the War Office to design its officers' uniforms, a charge which would develop in 1914 into the creation of its most iconic product. The cloth-quality and attention to detail of the Burberry trench coat represents a peculiarly British modern sensibility; its stylistic associations vary between military, rural and high fashion.

BROGUES

The brogue is a style of low heeled shoe or boot with decorative perforations and serration along the sturdy leather uppers. Modern brogues trace their roots to the late 18th century in rural Scotland and Ireland. In their early form, un-tanned hide and punched holes allowed water to drain from them while crossing wet terrain. The brogue's transition from rural practicality to urban fashion occurred when the Duke of Windsor wore brogues on his golfing trips to Scotland.

BONDAGE TROUSERS

The post war optimism which fuelled the entrepreneurialism of the 1960s dissolved in the economic exigencies of the 1970s and youthful dispossession exploded into the DIY aesthetic of punk. In 1971 Malcolm McLaren opened Let It Rock, his homage to Teddy Boy culture, at 430 King's Road. Two years later working with Vivienne Westwood, McLaren renamed the shop Too Fast To Live Too Young To Die and then in 1976 Seditionaries collection of slogan t-shirts and bondage trousers with bum flaps, straps and zips. The duo's anti-establishment and fetish-wear inspired garments epitomised the antagonistic spirit and style of English punk.

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THE THREE PIECE SUIT

In October 1666, Charles II introduced a 'new fashion'; He adopted a long waistcoat to be worn with a knee-length coat and similar-length shirt. Samuel Pepys, the son of a tailor recorded in his diary that Charles had adopted 'a long cassocke close to the body, of black cloth, and pinked with white silk under it, and a coat over it'. This marked the birth of the English suiting tradition and over time the waistcoat lost its sleeves and got shorter until by around 1790 it became the length it is today.

WELLINGTON BOOTS

Arthur Wellesley, 1st Duke of Wellington instructed his boot-maker, Hoboy of St. James's Street to modify the 18th century Hessian boot so that it could be both hardwearing for battle, yet also comfortable to wear in the evenings. The new boot was made from soft calfskin leather and was cut more closely around the leg without a trim. Worn and popularised by the Duke, they were dubbed the Wellington and became a staple of hunting and outdoor wear for the aristocracy in the early 19th century. In 1852, Hiram Hutchinson met Charles Goodyear who had just invented the vulcanisation process for natural rubber. Consequently, Hutchinson adopted the boot for farmers by making them from wholly waterproof rubber.

FLORAL SHIRT AND TIE

John Stephen and Michael Fish can both lay claim to the introduction of the tailored floral shirt and tie. Stephen opened his first store at 5 Carnaby Street in 1957 where he commissioned menswear made from patterned and textured fabrics previously not used in men's fashion. In the early 1960s Jermyrn Street shirt-maker, Turnbull & Asser, employed Fish to inject an air of youthful exuberance into the firm's range of classic shirt designs. In 1966 Fish opened his own boutique, Mr Fish, on Clifford Street in Mayfair where he sold 'kipper' ties, colourful suits and separates.

LONDON COLLECTIONS: MEN

16.06.13
18.06.13

Showing the Best of British Menswear

Photography: Alexander Kent
Set design: Charlotte Lawton

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20 LONDON MENSWEAR HERITAGE LOCATIONS

Follow in the footsteps of kings, aristocrats, rebels and bohemians and explore some of the historic places that have put London's menswear on the map as a world centre of style and innovation.

1 PAUL SMITH

40-44 Floral Street WC2, 1979. Paul Smith's classic and quirky designs playfully subvert the meaning and associations of Englishness.

2 BURBERRY

Situated on Haymarket SW1 from 1891 to 2007, and now newly opened at 121 Regent Street, the Burberry flagship store (its largest ever in London) seamlessly blurs the physical and the digital.

3 NATIONAL PORTRAIT GALLERY

The National Portrait Gallery holds a collection of the portraits of famous British men. Its 16th to 20th century galleries offer a rich survey of formal and elite fashion including examples of 17th and 18th century waistcoats and 19th century three-piece suits featured in the portraiture of the period.

4 LIBERTY

Regent Street W1, 1875 (founded by Arthur Lasenby Liberty). Menswear in the basement and haberdashery on the 3rd floor give insight into Liberty's contribution to contemporary menswear and the company's history of graphic floral prints.

5 CARNABY STREET

Of all London's historic fashion districts none has retained its temporal resonance as much as Carnaby Street.

6 NELSON'S COLUMN, TRAFALGAR SQUARE

Erected in 1843, Nelson's Column is one of London's most iconic monuments. It was built to commemorate Admiral Horatio Nelson, who died at the Battle of Trafalgar in 1805. James Gieve worked in the company in Portsmouth which designed his uniform for the Battle of Trafalgar, while his hat was designed by heritage British brand Lock & Co.

7 CORDINGS OF PICCADILLY

19 Piccadilly W1, 1839. The wellington boot, first invented by Hoby of St. James's for the 1st Duke of Wellington presides as the outdoor footwear of choice. Today, Britain's leading manufacturer of wellington boots is Hunter and can be found at Cordings of Piccadilly.

8 LOCK & CO.

6 St. James's St. SW1, 1676. James Lock & Co. is the oldest hat shop in the world, as well as being one of the oldest family owned businesses still in existence.

9 BRUMMELL, George 'Beau' statue

Erected in 2002, a statue of Beau Brummell stands at the Jermyn Street entrance of Piccadilly Arcade with the inscription 'To be truly elegant one should not be noticed'.

10 JOHN LOBB

9 St. James's St. SW1, 1866. A favourite of Prince Edward VII, John Lobb is the maker of the finest handmade to measure shoes and boots.



11 TURNBULL & ASSER

71-72 Jermyn Street W1, (founded in 1885). Turnbull & Asser enjoy a prestigious heritage as a gentleman's shirt maker and tailor and has dressed world leaders, entertainers, captains of industry, royalty and style icons, including James Bond.

12 SAVILE ROW

Savile Row's reputation is built on bespoke tailoring, a heritage that stretches back to the late 18th century. With presence over time from notable companies including, Anderson & Sheppard, Bernard Wetherill, Huntsman, Kilgour, Norton & Sons, Richard Anderson, Richard James, and Timothy Everest.

13 NUTTERS OF SAVILE ROW

35a Savile Row W1, 1969 (founded by Tommy Nutter and Edward Sexton). Combining traditional tailoring with innovative design, Tommy Nutter and Edward Sexton's shop was an immediate hit and dressed the Beatles for the Abbey Road album cover.

14 HENRY POOLE & CO.

15 Savile Row W1, 1846. The 'Founders of Savile Row' and creators of the dinner suit, Henry Poole & Co. has remained a family run business since its establishment as a bespoke tailor in 1806.

15 GIEVES & HAWKES

1 Savile Row W1, 1974. The pre-eminent English tailors, Gieves (1785) & Hawkes (1771) united on Savile Row to combine 200 years of experience with its individual reputations for fine bespoke garments and quality military tailoring.

16 HARDY AMIES

14 Savile Row W1, 1946. Hardy Amies, the Queen's couturier, injected an air of fashionability into the tailoring traditions of Savile Row.

17 BLADES

Dover Street W1, 1962 (founded by Rupert Lycett-Green, Eric Joy, Charlie Hornby). The home of innovative and adventurous tailoring, Blades allowed its customers to look as wild as Carnaby Street with a Savile Row fit.

18 MR FISH

17 Clifford Street W1, 1966 (founded by Michael Fish). A flamboyant founding member of the 'Peacock Revolution', Michael Fish's boutique was responsible for many of the famous looks of the 60s and 70s including the 'kipper' tie.

19 KENSINGTON PALACE

Housed at Kensington Palace, the Royal Ceremonial Dress Collection contains men's court dress and hundreds of court uniforms dating from the 18th century onward. The Collection also includes royal garments worn by the Charles I, William III and the Duke of Windsor. Not marked on map.

20 VIVIENNE WESTWOOD

430 King's Road SW10, 1971 - Not marked on map. Specialising in clothing that defined the look of Britain's punk movement, the boutique was founded by Vivienne Westwood and Malcolm McLaren. Find Vivienne Westwood today at 44 Conduit Street.

DISCOVER MORE www.londoncollections.co.uk/men

BRITISH MENSWEAR TIMELINE

- 1666 - (Recorded in Pepys's diary) The origins of the Three Piece Suit
- 1700s - (late 1700s) The Brogue
- 1800s - Great Coat / Riding Coat
- 1800s - (Satirised in 1821) – Dandy
- 1817 - The Wellington Boot
- 1830 - Tweel renamed tweed after an English merchant misread handwriting from a Hawick firm
- 1849 - The Bowler Hat
- 1860 - The Norfolk Jacket (Adapted from military clothing)
- 1865 - Henry Poole & Co. creates The Tuxedo
- 1914 - The Burberry Trench Coat
- 1924 - Oxford Bags
- 1950s - Teddy Boys (neo-Edwardianism)
- 1960s - Peacock Revolution
- 1960 - The Tailored Shirt and Tie
- 1970s - Punk
- 1976 - Bondage Trousers
- 1980 - New Romantic Movement

FIND OUT MORE ABOUT VISITING LONDON AND BRITAIN

For more information on London events, attractions and hotels, visit the official London city guide www.visitlondon.com

To find out more about Britain, start planning your trip at www.visitbritain.com

EXPLORE MORE MENSWEAR HERITAGE IN LONDON



The V&A houses a wide range of menswear from 18th century court dress to contemporary cutting edge fashion, examples include Savile Row tailoring, Italian menswear, overcoats and a wide range of accessories. As with the wider fashion collection, the menswear chronicles the changing style of European fashion and can be seen for free in the Fashion gallery.

Currently on show are original Bowie costumes in the hugely successful David Bowie Is exhibition. Opening in July is Club to Catwalk: London Fashion in the 1980s. For more information, visit www.vam.ac.uk



The Museum of London holds an extensive collection of historic menswear, from Roman sandals and medieval leather to Tom Daley's iconic 2012 Olympics swimming trunks. Highlights from the collection are available to view for free within the museum's permanent galleries. You can also enjoy a more in-depth view of the collection online. For more information, visit www.museumoflondon.org.uk

CREDITS:
Content for this map is based on London: Home of Menswear History and Heritage study written by Keren Protheroe and commissioned by the British Fashion Council and Victoria and Albert Museum.

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The information contained in this publication is correct at the time of going to print but may be subject to change.