

LONDON IS THE HOME OF MENSWEAR

The home of the world's oldest milliner and the birthplace of the brogue shoe! London has evolved into the leading centre of innovation and craftsmanship in men's fashion. We have given the world the three-piece suit, the trench coat and the bowler hat. Since 1666, the areas of Mayfair, Piccadilly and St. James have become synonymous with quality, refinement and craftsmanship after being colonised by generations of hatters, shoemakers, shirt-makers, jewellers and perfumers.

Today the influence of this exclusive enclave of quality menswear has spread across London and beyond. It is stitched into the very fabric of the British designer brands and emerging talent showcased at London Collections: Men.

This map celebrates the places and people whose artistry, skill and pursuit of excellence have helped shape and define modern day London as the world capital of menswear.

Use this map to follow the thread of men's fashion over 300 years. Through these famous streets you will walk in the footsteps of the likes of Lord Nelson, Beau Brummell, Oscar Wilde, Fred Astaire, Mick Jagger, David Bowie and Tinie Tempah, as well as royals, from Edward VII to Prince Charles to Prince Harry.

Boris Johnson
Dylan Jones
Chair of London Collections: Men




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.

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.



TEN ICONIC STYLES BRITAIN GAVE THE WORLD

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.



BROGUES

The brogue is a style of low heeled shoe or boot with decorative perforations and serration along 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.



TEN ICONIC STYLES BRITAIN GAVE THE WORLD

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 'pantaloons' 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.

WELLINGTON BOOTS

Arthur Wellesley, 1st Duke of Wellington instructed his boot-maker, Hoby 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 Jermy Fish 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.

BONDAGE TROUSERS

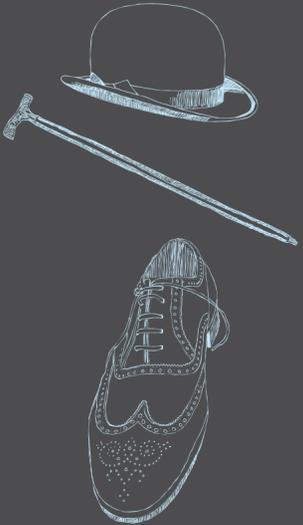
The post war optimism which fuelled the entrepreneurialism of the 1960s dissolved in the economic exigencies of the 1970s and youthful disaffection exploded into the DIY aesthetic of punk. In 1971 Malcolm McLaren opened his homage to Teddy Boy culture Let It Rock at 430 King's Road. Two years later working with Vivienne Westwood, McLaren renamed the shop Too Fast To Live Too Young To Die and then in 1974, Sex. The leather and rubber bondage clothing sold at Sex provided a template for their 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.

MAYOR OF LONDON
BRITISH FASHION COUNCIL



LONDON COLLECTIONS: MEN

LONDON HOME OF MENSWEAR THE HERITAGE MAP



LONDON COLLECTIONS: MEN

Showing the Best of British Menswear

16.06.13
18.06.13



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Photography: Alexander Kent
Set design: Charlotte Lawton

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 WC, 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 in 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 firm'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. Between

1963 and 1970, John Stephen, Lord John and Take 6, were names synonymous with a style and attitude in modern menswear which has become emblematic of 1960s sub-cultural exuberance.

6 NELSON'S COLUMN, TRAFALGAR SQUARE

Erected in 1843, Nelson's Column is one of London's most iconic monuments built to commemorate Admiral Horatio Nelson, who died at the Battle of Trafalgar in 1805. James Gieve worked in the company in Portsmouth who 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's 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 SW1, 1676. James Lock & Co. Ltd. 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 SW1, 1866. A favourite of Prince Edward VII, John Lobb is the maker of the finest hand made to measure shoes and boots.



- PRESENT

- PAST

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 have 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 Abbey Road's 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 have remained a family run business since their 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 their individual reputations for fine bespoke garments and quality military tailoring.

16 HARDY AMIES

14 Savile Row W1, 1946. Hardy Amies, then 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 their 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 eighteenth 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 SW3, 1971. 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. Not marked on map.



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) - The Brogue
- 1800s - Great Coat / Riding Coat
- 1800s - (Satirized 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

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

Find out more information on 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 at the hugely successful David Bowie Is exhibition and opening in July is Club to Catwalk: London Fashion in the 1980s. Visit www.vam.ac.uk for more information



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.

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