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# Robb Report

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## *The* FASHION ISSUE

LAIID-BACK STYLE ON THE STREETS OF LONDON

**A JAGUAR  
THAT ROARS**  
THE NEW 200 MPH F-TYPE  
SVR UNLEASHED



*Plus* SECRET SERVICE  
SAVOR ENGLAND'S HIDDEN COUNTRY ESCAPES



LEFT: JORGE MONEDERO

# Street Smart

London's top tailors—and their clients—are keeping the Savile Row suit on the cutting edge.

BY JILL NEWMAN AND ANUSH BENLIYAN

**ON A BRIGHT** summer day on London's distinguished Savile Row, it's easy to notice the shift in men's attire. The days of businessmen walking along the famed thoroughfare in structured, strong-shouldered power suits paired with the compulsory dress shirt, necktie, and pocket square are, by and large, a thing of the past. That uniform has evolved, and now it is common to see men wearing relaxed tailored jackets, trousers, and open-collared shirts and exuding the relaxed confidence that comes with comfortable clothes. They are forgoing the traditional suit in favor of unstructured jackets and "broken" suits—ensembles that pair jackets with a different style of trousers. It's a more modern way of dressing in today's less formal society.

"Today it is all about choices, and men have a very clear opinion about how they want to look," says Carlo Brandelli, freelance creative director for Kilgour, which has operated a tailored-clothing business on Savile Row since 1880. In the past, he says, Savile Row tailors dictated what their clients wore, but now well-informed men are shaping their own wardrobes. Although the suit remains at the core of the businessman's wardrobe, it meets the newest demands of the wearer: softer, unlined, and simply more comfortable.

This evolution is evident in store windows on the Row, as it is known among insiders. On display are more modern suits and sportier clothes,

and, for the first time in Savile Row's history, a woman's name is above the door of a tailor shop. Kathryn Sargent, formerly of Gieves & Hawkes, launched her own company in 2012 and debuted her own tailoring house on the Row in April. "It's a sign of the times—a pleasant sign of the times—and it shows that this industry is more diverse," says Sargent, whose high-profile clients include the United Kingdom's royal family.

All of this points to the tailoring community's adaptability. Rather than staying stuck in a time warp, it is employing the expert skills that have made the Row the world's premier destination for bespoke suits and reemerging as a force for contemporary tailored clothing that is not only exceptionally made but also sophisticated and fresh.

"Men want to look sexy in a suit," says Darren Barrowcliff, the new design director for the Savile Row house Hardy Amies. The Detroit native's own uniform consists of a streamlined black jacket and trousers with a T-shirt, and his take on modern tailored clothing pairs the unexpected, such as a suit jacket with tailored cargo pants, and evening jackets with knit T-shirts or turtlenecks. "I want to make the concept of the suit a little more playful and modern," he says.

Barrowcliff and his peers represent the new guard on Savile Row, and they are breathing new life into age-old tailoring houses. It is a careful



Kilgour's suits and separates reflect the view of Carlo Brandelli (opposite): "It is all about choices."