



**SERVICE, PLEASE:** [This image] inside Service – a coffee shop, exhibition space and marketplace all rolled into one new retail experience; [opposite] J.P.Hackett No14 Savile Row is Hackett London's flagship store – and a return for Jeremy Hackett to the Row after 45 years.

|||| SAVILE ROW |||

# THE ROW'S NEW GUARD

In the wake of the global pandemic, it's more important than ever for the retail industry to adapt in order to survive. The world's most historic sartorial street is no exception. Here **NICK HENDRY** tells us how Savile Row is evolving



**S**AVILE ROW NEEDS no introduction. It has been the home of the world's finest tailors since the 1800s, with some of the firms who created that reputation still welcoming clients there today. It is a place of proud tradition, of storied excellence and of a certain charisma that attracts well-dressed – not to mention well-off – visitors from every nation.

Glancing at the doors and windows reveals an impressive number of Royal Warrants, not all of them British. There is no doubt that if one is in the market for a bespoke suit this is where you come.

Much of the property here belongs to The Pollen Estate which has committed to investment in the area, improving the street-level appeal and actively seeking to continue the evolution of this celebrated strip. This modernisation can be seen not just in the local physical footprint but also in the newest tenants of prime addresses.

There is a growing crop of young, vibrant firms on Savile Row who are working to bring fresh life to the area, attracting new clients who will hopefully return for years to come.

## THE SERVICE, 32 SAVILE ROW

First on this list is the place most removed from the classic function of Savile Row, but perhaps most vital to its future relevance. The Service is a collaboration between James Sleater of Cad & The Dandy (themselves relative newcomers to the Row) and The Fresh Coffee Company.

The Row has never had a venue where locals and visitors could meet – a focal point for the community to take a moment to relax and reflect, sharing ideas over coffee and a cake. The Service offers all that and more.

The lower ground space is home to Hawthorne & Heaney, which offers bespoke embroidery, and Dugdale Brothers, maker of some of the finest cloth in the world.

The ground floor houses The Service Marketplace, a retail space dedicated to hosting and showcasing new brands as well as new RTW collections from established local houses.

The combination of fresh labels and fine latte is a strong addition to the street's experience. The Service, 32 Savile Row, London, W1S 3PT. For more information, see [THESERVICE.LONDON.COM](http://THESERVICE.LONDON.COM)

## THE DECK, 19 SAVILE ROW

Daisy Knatchbull is no stranger to shaking up the establishment: in 2016 she became the first woman to wear bespoke top hat and tails to the Royal Enclosure at Royal Ascot.

The positivity with which she was greeted cemented in her mind a belief that a sartorial offering dedicated solely to women was something a 21st-century Savile Row needed.

Born of this belief and arriving between lockdowns this year, The Deck is the only business of its kind to grace The Row, offering made-to-measure in one of four house styles with fittings held by appointment. The team comprises



## AN OFFERING DEDICATED SOLELY TO WOMEN IS WHAT A 21ST-CENTURY SAVILE ROW NEEDED

women who have extensive knowledge of tailoring combined with a devotion to providing women with a Savile Row space where they can feel comfortable and enjoy the experience of having a garment created to fit their every need. The Deck, 19 Savile Row, London, W1S 3PP. For more information, see [THEDECK.LONDON.COM](http://THEDECK.LONDON.COM)

## EDWARD SEXTON, 36 SAVILE ROW

Edward Sexton is not a new name to The Row; in fact, it carries legendary status. His work in the 1960s alongside Tommy Nutter – dressing Mick Jagger, Paul McCartney, Twiggy and many more of the most stylish icons of the era – was revolutionary at the time and is revered today.

Since 1990, his bespoke studio has been in Knightsbridge. But in the autumn of 2020, only two days before Lockdown 2.0, his RTW collection returned to his old stomping ground.

Number 36 has operated as a delivery hub and collection point through the lockdowns and when fully open gives visitors the opportunity to browse silk shirts, signature bold jackets, and even a display of rare photographs of famous clients from the 1970s. Edward's own grandson Henry is on hand to serve as cheerful host and knowledgeable guide through the collections. 36 Savile Row, W1S 3QB; [EDWARDSEXTON.CO.UK](http://EDWARDSEXTON.CO.UK) →



STREET SMART: Savile Row is not resting on its laurels – brands know they must move with the times to attract new clientele. [Top left] inside Edward Sexton, where the walls are decorated with photographs of the tailor's most famous clients; [top right] Thom Sweeney's new Mayfair townhouse offers more than just clothing; [below] The Deck exclusively targets female patrons.

→ **JP HACKETT, 14 SAVILE ROW**

This grand Georgian townhouse has been home to JP Hackett since late 2019. The restoration work carried out to create Hackett's flagship store is outstanding – original panelling complemented by modern colour schemes and a real sense that here cutting-edge retail is mixed with an appropriate respect for tradition.

JP Hackett offers a new RTW range exclusive to the Savile Row address; MTM based on three house blocks, and an on-site bespoke service.

The door to the property is always open (well, you know, apart from in lockdown) – a symbolic gesture that the old atmosphere of

exclusivity – of a place only for those in the know – is being eschewed in favour of a welcome to all.

This is part tailor, part clubhouse; the bar in the back is ready to offer cocktails to clients ahead of fittings and the whole space is available to host groups who wish to enjoy a drink, a chat and a collaborative update of wardrobes.

J.P.Hackett No14 Savile Row, W1S 3JN, HACKETT.COM

**THOM SWEENEY, 24 OLD BURLINGTON ST**

Technically, Thom Sweeney's new flagship is one street away from Savile Row, but it still occupies a prime position in the Burlington Estate.

The brand offers a modern, refreshing take on classic English tailoring – and has taken this forward-thinking ethos into their latest retail space. Like Hackett, Thom Sweeney is another brand which has breathed new life into a traditional Mayfair townhouse.

In September 2020, it opened the doors to one of the most up-to-date premises in the area. From stepping off the pavement and being greeted by the sharp lines of its RTW to the cutting room downstairs, its atmosphere is relaxed and informal. The concept is a place where clients can comfortably spend a whole afternoon and that popping in for a suede bomber jacket or some

comfy knitwear now may later lead to investment in a fully bespoke three-piece later.

In keeping with others around them, they offer a bar; but unlike anyone else they also host an in-house barber and a pool table.

From the Harland Miller artworks on the walls to the beautiful Italian crystal cocktail sets, this is a place that delivers modern luxury – and is excited for you to join in. ■

Thom Sweeney, 24c Old Burlington St, W1S 3RF.

For more information, see THOMSWEENEY.COM



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PART CLUBHOUSE;  
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PHOTOGRAPH: (Edward Sexton) by Alex Nutt

