

DAKS SIMPSON, THE COMPANY AND THE BRAND

The story of DAKS Simpson began in 1894, when Simeon Simpson established a bespoke tailoring factory in Whitechapel in the City of London supplying top quality men's clothing shops.

Today, the traditional British style of DAKS has been totally revived, to present an updated look for both men's and womenswear. DAKS has combined its renowned tailoring skills with directional fashion trends, using superb fabrics that are exclusively coloured and incorporate the latest fabric compositions and weaving techniques.

DAKS clothing is exported to 30 countries and is sold in over 2,000 fine speciality shops, major stores and concessions throughout the world. DAKS has a well established and ever expanding presence in the Far East, where stores in Hong Kong, Taiwan and mainland China sell a mix of the DAKS UK range and Japanese licensed garments. DAKS has been sold under license in Japan for over 30 years and in Korea it is the number one non-domestic brand.

The company has a flagship store in London's Old Bond Street as well as stand-alone stores in Jermyn Street and Munich; there are also plans for additional shops throughout Europe.

It is estimated that worldwide retail sales of DAKS are approximately £500 million, the bulk of which are made in its largest market of the Far East.