

E.
TAUTZ



Press Release:

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Spring/Summer 2010

Patrick Grant is the steering force behind the revival of E. Tautz, the historic sporting and military tailoring house that dressed such elegant figures as Winston Churchill, Edward VII and Cary Grant. Now on to its second season in its new incarnation, Harrods and Matches were quick to snap up the launch collection and the range is already gathering a following among those who appreciate stylish and luxurious menswear.

The SS10 collection was originally inspired by a photograph of the Duke of Windsor boarding a yacht off the coast of Majorca. It's the late 1930's and he is wearing rather short shorts, a panama hat, espadrilles and is carrying a set of bagpipes. This evolved into a range influenced by an era of elegant travel, before scheduled flights and package holidays. Fabrics are softer and include blends of linen, cashmere, silk and wool; focusing on that most elegant of styles, the double breasted jacket, both with trousers and as a suit. Breton stripes add a classic and relaxed feel to this summer wardrobe while a simple palette of indigo, pale blue and pale grey, with little ticks of bold colour sit alongside the essential pale cream flannel that makes up so much of a sporting English summer wardrobe. This SS collection puts the notion of 'chic' back into summer wear.

E. Tautz creates chic, handmade and beautifully cut ready to wear Savile Row garments. There is a very distinctive silhouette with attention to the line of the shoulder and waist, classically proportioned and well balanced. The overall trousers, for which the cut is closely related to its predecessor, the original military overall from 1810, will be a style that continues from season to season. As will the famous Tautz lapel which features on all double breasted jackets.

This is a timeless and classic collection with British manufacturing and materials at its heart. Everything is hand made by craftsmen working in the United Kingdom, from the shirts to the leather accessories and of course, the tailoring. The knitwear is made by hand in Scotland and Wales, leather goods, shirts, ties, hankies, and all of the tailored pieces are made in England. All of the cloths are sourced from the best mills of England and Scotland. Each one of the suits takes over thirty hours to make, with thousands of hand stitches in every garment. Many of the workshops are within a short cycle from the E. Tautz workroom on Savile Row where all of the patterns are cut.

E. Tautz is a label which champions the notion of dressing properly and of men taking pride in what they wear. It adheres to the age old belief that how you dress reflects your respect for the event and for your host. Edward VIII said it best: "Be always well and suitably dressed for every conceivable occasion."

*For further information, images or samples,
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