

E.
TAUTZ



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E. TAUTZ AW09 launch collection

Patrick Grant, the steering force behind the revival of the 187 year old Savile Row firm of tailors, Norton & Sons, has re-launched the historic sporting and military label, E. Tautz as a ready-to-wear collection.

Regularly appearing on the best dressed lists including GQ's 'Best dressed man' and Esquire magazine's 'World's most stylish men', Patrick Grant understands good menswear and felt now was the time for the revival of the storied tailoring house that dressed such elegant figures as Winston Churchill, Edward VII and Cary Grant.

E. Tautz takes handmade and beautifully cut Savile Row quality garments and turns them into a chic ready to wear offer. 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. Cloths are Savile Row quality that tailor and wear well, improving with age. Yorkshire worsteds, West of England flannels, Shetland wools, and English Bridle leathers all feature along with flashes of London Tan, the classic mustard yellow of the old London tanneries.

This is a timeless and classic collection with British manufacturing and cloths at its heart. Everything is hand made by fine 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 fine 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 design studio on Savile Row where all of the patterns are cut. More about substance and durability than showy fabrics, these garments are built to be part of a carefully assembled wardrobe of clothes, to be passed from generation to generation.

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."

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The AW09 collection is inspired by the photo archive of the Sandringham Estate, the colours, the landscape and more than a few sartorial nods to its stylish inhabitants. Classically cut flannels, tweeds and serges, woollen ties, and Shetland hand knits, the style is almost school-boyish, especially in the hand sewn felt jumper badges, a nod to English boarding school style, with emblems borrowed from Royal Seals of past customers such as the King of Spain, or the fox from the Tautz monogram that first appeared in 1885.

The AW collection is now available from Matches and launches into Harrods at the beginning of October.

<http://www.etautz.com/aw09/>

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