

= Savile Row =

Savile Row (pronounced / ˈsævəl ˈroʊ /) is a street in Mayfair , central London . Known principally for its traditional bespoke tailoring for men , the street has had a varied history that has included accommodating the headquarters of the Royal Geographical Society at 1 Savile Row , where significant British explorations to Africa and the South Pole were planned ; and more recently , the Apple office of the Beatles at 3 Savile Row , where the band 's final live performance was held on the roof of the building .

Originally named Savile Street , it was built between 1731 and 1735 as part of the development of the Burlington Estate . It was designed under the influence of Burlington 's interpretation of Palladian architecture , known as " Burlingtonian " . Henry Flitcroft , under the supervision of Daniel Garrett , appears to have been the main architect ? though 1 and 22 ? 23 Savile Row were designed by William Kent . Initially , the street was occupied mainly by military officers and their wives ; later William Pitt the Younger and Irish @-@ born playwright and MP , Richard Brinsley Sheridan were residents .

Tailors started doing business in the area in the late 18th century ; first in Cork Street , about 1790 , then by 1803 in Savile Row itself . In 1846 , Henry Poole , later credited as the creator of the dinner jacket or tuxedo , opened an entrance to Savile Row from his tailoring premises in Old Burlington Street . In 1969 , Nutters of Savile Row modernised the style and approach of traditional Savile Row tailoring ; a modernisation that continued in the 1990s with the " New Bespoke Movement " , involving the designers Richard James , Oswald Boateng , and Timothy Everest . The term " bespoke " as applied to fine tailoring is understood to have originated in Savile Row , and came to mean a suit cut and made by hand .

= = Location = =

Savile Row runs parallel to Regent Street between Conduit Street at the northern end and Vigo Street at the southern . Linking roads include New Burlington Place , New Burlington Street , Boyle Street , and Clifford Street .

= = Ownership = =

The freehold is owned by the Pollen Estate , who work in partnership with Westminster City Council to protect the street 's tailoring heritage under the Savile Row SPA (Special Policy Area) .

As of August 2014 , Norway 's Oil Fund , the world 's largest sovereign wealth fund , had acquired a 57 @.@ 8 % interest in the Pollen Estate . This includes properties in Mayfair , among which is Savile Row .

= = History = =

The first house in what would become Savile Row was " a fine House and Ground " , built in 1674 on the site of what is now No. 1 , and occupied by a series of nobles until it was demolished in 1730 in preparation for the laying out of the houses on the east of Savile Row in 1731 . Savile Row was built between 1731 and 1735 , on freehold land known as Ten Acres belonging to a merchant tailor , William Maddox , as part of the development of the Burlington Estate , and is named after Lady Dorothy Savile , wife of the 3rd Earl of Burlington . Maddox 's land , consisting mainly of fruit and other trees covering what would become Savile Row and the streets around , some of which is still owned by his descendants as the Pollen Estate . When initially laid out ? under the name Saville Street ? Savile Row ran from Burlington Gardens (then Vigo Lane) to Boyle Street , with houses only on the east side , but in the 19th century , houses were built on the west side .

= = = Nineteenth century = = =

Initially , the street was occupied by military officers and their wives , along with politicians : William Pitt the Younger wrote letters from the street when it was called Savile Street ; Irish @-@ born playwright and MP , Richard Brinsley Sheridan lived at 14 Savile Row for a short time , before his death at 7 Savile Row in 1816 . Jules Verne had Phileas Fogg , his lead character in Around the World in Eighty Days , live at 7 Savile Row ? a " fashionable address " and " the former home of Sheridan " . It may have been the affluent and influential nature of the residents of Savile Row that first attracted dealers in luxury goods to the area . Tailors started to take premises around Savile Row in the late 18th century , first in Cork Street , about 1790 , then by 1803 in Savile Row itself . In 1846 , Henry Poole , credited as creator of the dinner jacket or tuxedo , opened an entrance at 37 Savile Row from his late father 's tailoring premises at 4 Old Burlington Street . As tailoring moved into the street , the house frontages were altered to bring natural light into the tailors ' working area with the addition of glass frontages and light wells . The houses have been much altered over time ; the original Burlingtonian design has been mostly lost , though No. 14 still retains much of the original external features .

= = = Royal Geographical Society = = =

The Royal Geographical Society occupied No. 1 from 1870 to 1912 , from where significant British exploration was planned , including into Asia , Africa , and the South Pole ; and , according to the society , the address " became associated with adventure and travel " . David Livingstone was laid out in state at the society 's headquarters , before being buried in Westminster Abbey . In 1871 , shortly after the Royal Geographical Society moved into Savile Row , so did the Savile Club ; a gentlemen 's club founded in 1868 as the New Club , occupying rooms overlooking Trafalgar Square ; it changed to its current name during its residence at 12 Savile Row , retaining the name when it moved in 1882 to premises in Piccadilly .

= = = Twentieth century = = =

Savile Row was extended to Conduit Street in 1937 ? 38 , and by 1939 , the Metropolitan Police Station was constructed on the corner of Boyle Street . This police station was damaged in another German bombing raid in September 1940 , during which the building opposite , No. 21a , was destroyed , as was No. 7 earlier that month . Fortress House , an eight @-@ storey block of offices faced with Portland stone , was constructed at 23 Savile Row in 1949 @-@ 50 and occupied by a series of government ministries , ending with a long period of occupation by English Heritage until 2006 . It was demolished in 2009 and replaced by a new mixed @-@ use development designed by Eric Parry , Architects .

In July 1968 , the Beatles moved Apple Corps , their multimedia corporation , into 3 Savile Row . A studio was built in the basement ; though it was poorly designed , the Beatles recorded Let It Be there before a new studio was constructed in 1971 at an estimated cost of \$ 1 @.@ 5 million . Various artists , including Badfinger , Mary Hopkin , and Marc Bolan recorded in the basement studio until it closed in May 1975 . The Beatles ' final live performance , known as the " rooftop concert " , was held on the roof of the building , on 30 January 1969 , and was recorded for the documentary film Let It Be ; the last words of the band , spoken by John Lennon as the police stopped the performance , were " I hope we passed the audition . "

In 1969 , Nutters of Savile Row modernised the style and approach of the traditional tailors ; a modernisation which continued in the 1990s with the " New Bespoke Movement " , involving the designers Richard James , Oswald Boateng , and Timothy Everest . With increasing rents and criticisms from Giorgio Armani of falling behind the times , the number of tailors in Savile Row had declined to 19 in 2006 , from approximately 40 in the 1950s . However , tailoring businesses have increased since 2006 ; as of October 2014 , a local online directory listed 44 tailoring and clothing businesses on and around Savile Row . Some tailors had expressed concern in 2005 that an increase in commercial development in the area could lead to the death of the business locally , as tailors , many of whom traditionally manufacture their suits in their premises , in basement studios ,

could be priced out of the local property market . The Savile Row Bespoke Association was founded in 2004 to protect and develop bespoke tailoring as practised in Savile Row and the surrounding streets . The member tailors are typically required to put at least 50 hours of hand labour into each two @-@ piece suit . The Association , along with the owners , the Pollen Estate , is working in partnership with Westminster Council to protect the street 's tailoring heritage under the Savile Row SPA (Special Policy Area) .

The Association objected to the American retailer Abercrombie & Fitch 's plan to open a children 's store at 3 Savile Row , concerned that chain stores entering the street would drive up rents , and took part in , what was then , a successful protest in 2012 . However , A & F were allowed to move in and set up a children 's store in 2013 . A & F again attracted criticism in January 2015 for its store 's colour scheme : brown .

= = Architecture = =

The original architectural plan for Savile Row is believed to have been drawn up by Colen Campbell , with Henry Flitcroft as the main architect of the street , under the supervision of Daniel Garrett ; though 1 and 22 ? 23 Savile Row were designed by William Kent , who moved into No. 2 . These architects were all under the influence of Burlington 's interpretation of Palladian architecture , known as " Burlingtonian " , which was to have some influence on English architecture in the 16th century . As tailoring moved into the street , the house frontages were altered to bring natural light into the tailors ' working area with the addition of glass frontages and light wells . The houses have been much altered over time ; the original Burlingtonian design has been mostly lost , though No. 14 still retains much of the original external features . When the Royal Geographical Society occupied No. 1 , they built a glass @-@ roofed map @-@ room in the courtyard , a small astronomical observatory on the roof , and a new portico ? which may be the basis for the current appearance of the façade .

= = Tailoring = =

Savile Row 's reputation is built on bespoke tailoring , where each suit is made to individually fit . The term " bespoke " , which has an etymology developing from " to exclaim " through " discussed in advance " and is generally understood to mean " made to order " , became associated with fine tailoring , with tailors claiming that the term has been in common use for tailoring since the 17th century . Savile Row tailors argue that " bespoke " , in relation to tailoring , is understood to mean a suit cut and made by hand ; however , after a ruling by the Advertising Standards Authority in 2008 , the term may now also be applied to machine sewed garments , provided they are made @-@ to @-@ measure . Suits , at Kilgour & French , cost at least £ 5000 . The Creative Director Carlo Brandelli makes no apologies for the cost . Brandelli insists : " That the street 's tailors have been underselling themselves for generations , certainly compared to the couture houses of Paris . "

Customers of the " golden mile of tailoring " have included Lord Nelson , Napoleon III , Winston Churchill , Prince Charles , and Jude Law , but though it is sometimes reported that Ian Fleming and his character James Bond bought suits in Savile Row , there is no evidence for this in the novels ; both Fleming and the Bond film character wore suits designed by non @-@ Savile Row tailors , in particular Anthony Sinclair of nearby Conduit Street .

Tailors , attracted by the affluent and influential nature of the residents of Savile Row , started to open businesses in the area in the late 18th century , first in Cork Street , about 1790 , then by 1803 in Savile Row itself . None of those original tailors survive today , though Henry Poole & Co , who through Edward VII 's patronage , helped make the street fashionable , still have a presence in Savile Row . Poole moved the company into 32 Savile Row in 1846 , following the death of his father James Poole , and the company is now at No. 15 . Henry Poole is credited as creator of the dinner jacket , when he made a smoking jacket for the young Edward VII in 1860 .

Tailoring was softened in the early 20th century by Frederick Scholte when he developed the English drape for the Duke of Windsor . Scholte 's " dress soft " style was developed into the "

London cut " , the house style of Anderson & Sheppard , by Per Anderson , a protégé of Sholte . The " London cut " is a high small armhole with a generous upper sleeve that permits the jacket to remain close to the neck while freeing the arm to move with comfort .

Though the reputation of tailoring on Savile Row is for made @-@ to @-@ measure suits , ready @-@ to @-@ wear clothes were introduced by Gieves & Hawkes , a company formed in 1974 by the merger of two separate businesses who both date from the late 19th century : Gieves , a Royal Navy tailor founded in Portsmouth ; and Hawkes , a London @-@ based cap @-@ maker and tailor to the British Army . Hardy Amies Ltd further broadened the scope and appeal of tailoring in Savile Row : in 1961 , he staged the first men 's ready @-@ to @-@ wear catwalk shows , at the Ritz Hotel in London , he designed costumes for the 1966 England World Cup team , and for the 1968 film 2001 : Space Odyssey , and dressed the Queen , designing the gown used for the Silver Jubilee portrait in 1977 . Hardy Amies founded the company in 1946 , converting the bombed out shell of No. 14 . Though Amies sold the business and retired in 2001 , the company is still operating from No. 14 , now under the control of Fung Capital .

Modernisation of tailoring continued in 1969 with Nutters of Savile Row . Nutters of Savile Row was opened on Valentine 's Day 1969 by Tommy Nutter and Edward Sexton , who had worked together at Donaldson , Williamson & Ward . Financially backed by Cilla Black and Peter Brown of the Beatles Apple Corps , Nutters used bold window displays , created by the then unknown Simon Doonan ; and clients included the Beatles , Mick Jagger , Elton John , and Andrew Lloyd Webber . Nutter left the company in 1976 and went to work at Kilgour . He died in 1992 .

Modernisation had slowed by the early 1990s ; Savile Row tailors were " struggling to find relevance with an audience that had grown increasingly disassociated " . Three tailors , Oswald Boateng , Timothy Everest (an apprentice of Nutter 's) , and Richard James , then became known for revitalising the bespoke style for the modern market - having each broken away independently from the Savile Row mould . Public relations professional Alison Hargreaves coined the term " New Bespoke Movement " to describe collectively the work of this " new generation " of tailors . Interest reached a peak in 1997 when the three were featured together in Vanity Fair . The newcomers altered their shop fronts and used marketing and publicity to their advantage ; challenging the traditional Savile Row styling , they brought twists and " a fine sense of colour to bespoke suits . " They were seen to " push the envelope of modern suit making and bespoke active wear , creating more contemporary silhouettes with bolder fabrics , " and set out to attract celebrity clients , sell their clothing via supermarket chains , and attract wider national and international custom , raising the profile of their new tailoring style .