



A GUIDE TO SAVILE ROW,
OLD BURLINGTON STREET
AND CORK STREET

MAYFAIR'S ARTISAN QUARTER

THE *NEW* BURRLINGTONIANS



The New Burlingtonians

Located in Mayfair's Artisan Quarter, Savile Row, Cork Street and Old Burlington Street have a history of excellence in Tailoring, Art and Architecture. Now with the creation of two very high profile residential developments, Burlingtonia could very well be the most fashionable address for the modern gentleman.

Savile Row's History



Savile Row is known principally for its traditional bespoke tailoring for men. The street however 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 Asia, 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, Savile Row was built between 1731 and 1735. It was built 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 consisted mainly of fruit and other trees, some of which is still owned by his descendants as the Pollen Estate.

The first house in what would become Savile Row was "a fine House and Grounds". Built in 1674 on the site of what is now No. 1, it was 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.

Tailors started doing business in the area in the late 18th century. In 1846, Henry Poole, later credited as the creator of the dinner jacket or tuxedo, opened

an entrance at 57 Savile Row from his late father's tailoring premises at 4 Old Burlington Street. Founded in 1849 by Henry Huntsman, H. Huntsman & Sons moved to No. 11 Savile Row at the end of the war in 1919. During the First World War, Huntsman's was a tailor to the military, producing dress uniforms for British officers throughout the conflict.

When initially laid out, under the name Savile 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, when initially the street was occupied by military officers and their wives, along with politicians.

Queensberry House

SAVILE ROW MAYFAIR W1



A collection of 12 Duplex Penthouses in the heart of Men's Bespoke Tailoring – Savile Row.



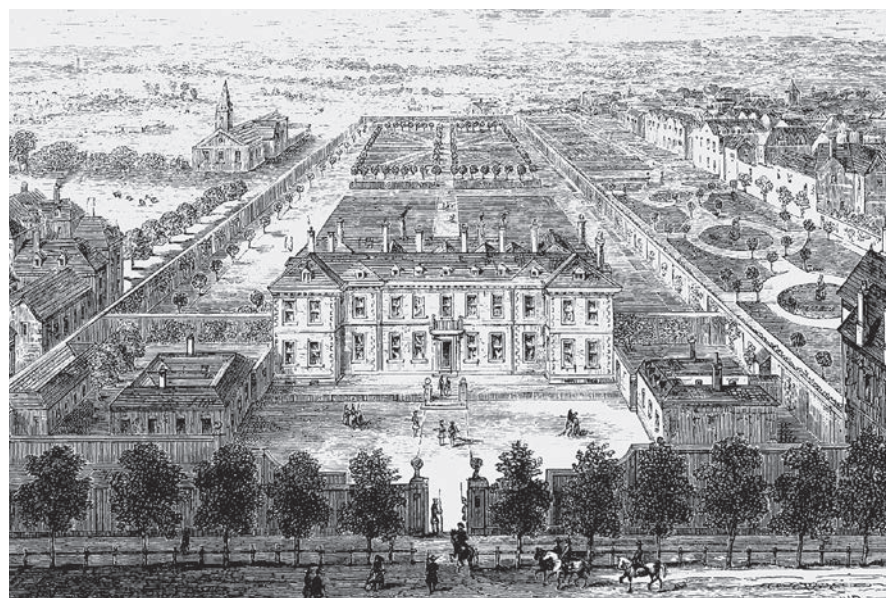
All properties benefit from three metre high ceilings, a porter and a private parking space.

Rentals from £850 per week



3 Savile Row, The Beatles', Apple Offices

In July 1968, the Beatles moved Apple Corps, their multimedia corporation, into 3 Savile Row. A studio was built in the basement and 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 £600,000 (equivalent to £8 million today). 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."



Burlington House

Burlington House

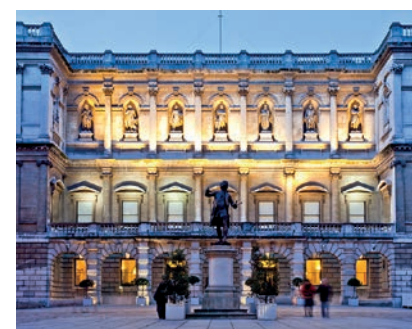
The original house was one of the earliest of a number of very large private residences built on the north side of Piccadilly, previously a country lane, from the 1660s onwards. The first version was begun by Sir John Denham in about 1664.

The property then moved through the family. In between his two Grand Tours of Italy, the young 3rd Earl Burlington developed a passion for Palladian architecture. In 1718, the Earl began making major modifications to Burlington House undertaken by Gibbs. Later, Colen

Campbell was appointed to finish the work. This was a key moment in the history of English architecture. Campbell's work was in a strict Palladian style. He was joined by William Kent, who worked on the interiors. In 1753, Burlington House passed to the Dukes of Devonshire, but they had no need of it as they already owned Devonshire House just along Piccadilly. The House was sold to the British Government in 1854 for £140,000 (equivalent to £14.75 million today) and became the home of The Royal Academy of Arts in 1867.

The Royal Geographical Society

The Royal Geographical Society occupied No. 1 Savile Row from 1870 to 1912, 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.



The Royal Academy of Arts

Burlington Gate

Creating Mayfair's first new arcade since the 1930's, Burlington Gate is a Brand New Landmark building stretching between Old Burlington Street and Cork Street.



Ranging in size from 1 to 3 Bedroom units with modern fitted kitchens and Bathrooms, residents have access to a beautiful new Spa and Bodyism Gym and are looked after by a full concierge team.

Sales from £4,100,000

Rentals from £1,250 per week



Bespoke Tailoring

Savile Row's reputation is built on bespoke tailoring, where each suit is made to individually fit.



The term 'bespoke', understood to have originated in Savile Row, is derived from the verb bespeak, meaning to 'speak for' or to 'arrange for' but is generally understood to mean 'made to order'. It 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.

Customers of the 'golden mile of tailoring' have included Lord Nelson, Napoleon III, Winston Churchill and Prince Charles, 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.

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. 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.

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 Scholte. 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.

Modernisation of tailoring continued in 1969 with Nutters of Savile Row. Nutters 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.

The term 'bespoke' is understood to have originated in Savile Row

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 – they brought twists and "a fine sense of colour to bespoke suits."

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.



Gieves & Hawkes at 1 Savile Row

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 is a Royal Navy tailor founded in Portsmouth and Hawkes a London-based cap-maker and tailor to the British Army.

Hardy Amies 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: A Space Odyssey, and dressed the Queen, designing the gown used for the Silver Jubilee portrait in 1977. He founded the company Hardy Amies Ltd 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.



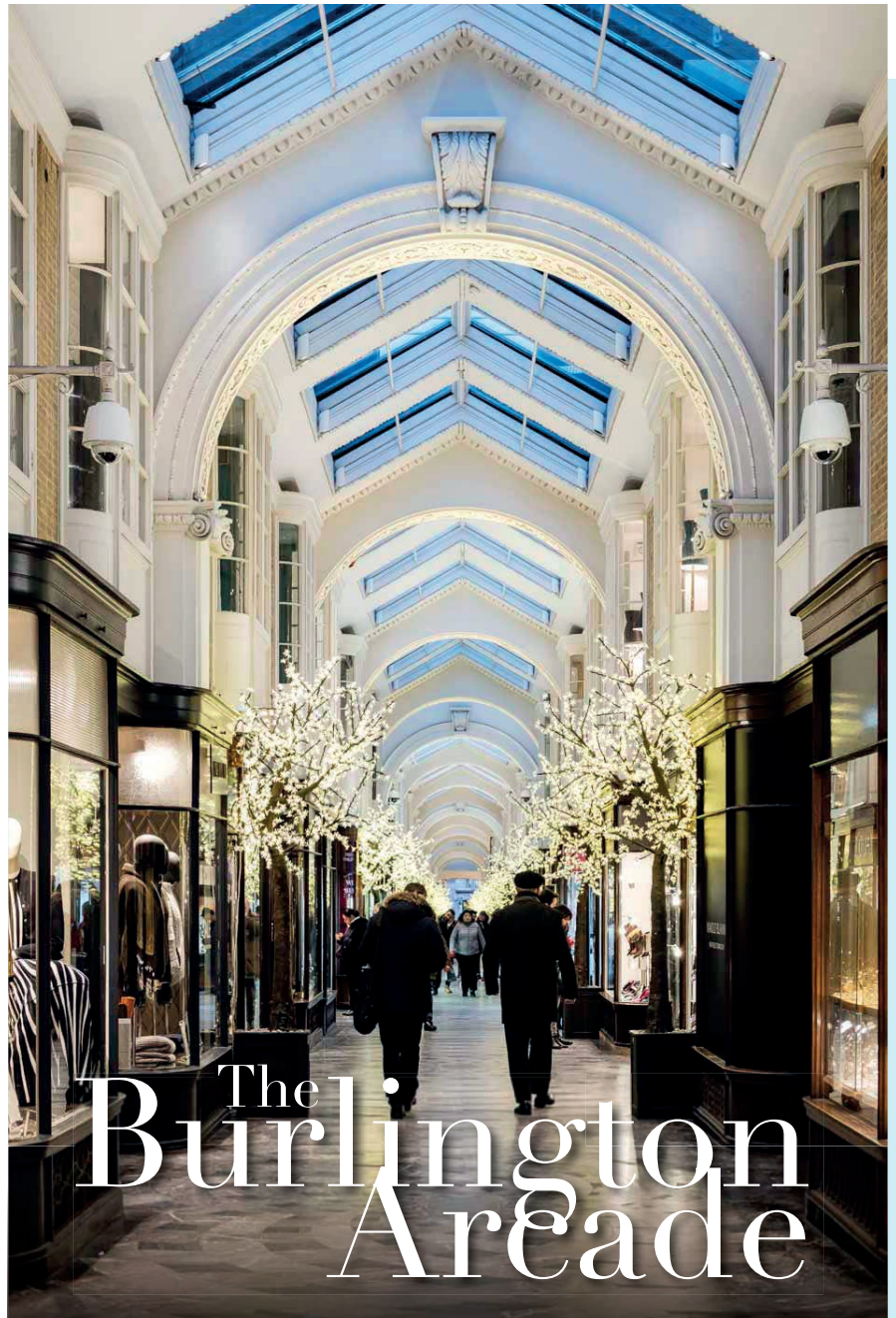
The Tuxedo

In 1865, the Prince of Wales and future King Edward VII, known to his family and intimates as Bertie, asked his tailor and friend Henry Poole to cut a short celestial blue evening coat to be worn at informal dinners at Sandringham. This royal evening coat was the blueprint for what we now know in England as the dinner jacket.

Cork Street

The street runs approximately north-west from the junction of Burlington Arcade with Burlington Gardens. The street in particular and the area in general was associated with tailors.

Beau Brummell (1778–1840), who introduced the flamboyant form of gentleman's fashion that became known as dandyism, patronised Schweitzer and Davidson in Cork Street. In the early 20th century, the street became associated with the art world. Cork Street is today known in the art world for its many commercial art galleries.



The Burlington Arcade

The Burlington Arcade was built "for the sale of jewellery and fancy articles of fashionable demand, for the gratification of the public". It was one of the London's earliest arcades, built at a time when the arcade was a new form of retail shopping, designed to serve the growing leisure pursuit, an industry which is now worth £2.6 billion per year to the Mayfair economy (source NWECC).



For the most recent developments in Mayfair's oldest area – The Artisan Quarter – speak to Wetherell, the specialist independent estate agent in London's No.1 area.

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