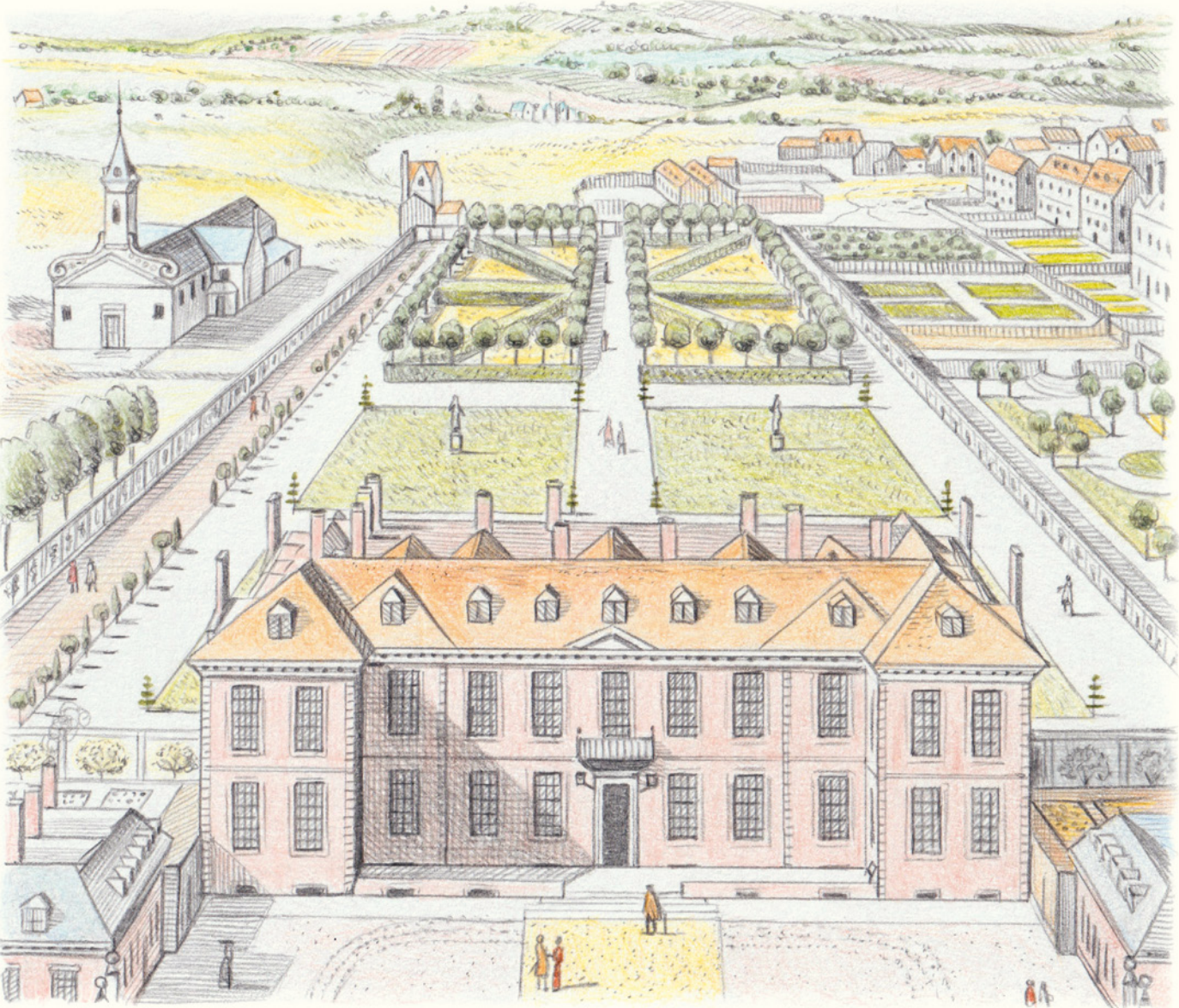


# A HISTORY OF SAVILE ROW

*Eight centuries of made-by-hand dressing for the power brokers and cultural leaders of the ages*



ABOVE The Earl of Burlington and his wife Dorothy Savile.  
OPPOSITE Burlington House in the former gardens of which Savile Row was built.

THE ART of hand tailoring in London can be traced back more than 700 years to the 13th century, when a radically new style of creating garments was developed in Europe, taking its name from the French *tailleur*, meaning 'to cut'.

Tailored garments were different from previous styles of clothing, as they were made from pieces of fabric that had been cut out, shaped, and assembled to create closer-fitting and more practical garments. The coat was an

early tailoring innovation. With a front opening, button closure, and more anatomically accurate overall shape, it replaced the very basic over-the-head tunic constructed from flat rectangles of cloth.

The first organised company of tailors in England began as the Fraternity of St John the Baptist of Tailors and Linen-Armourers, which was formed to ensure high craft standards and fair pricing, and was formally recognised with a Royal Charter in 1327.