

the name 'Duchess of Jermyn Street'.

Rosa was an undertaker's daughter who took her first job at the age of 12 as a general servant. Later she worked in the kitchens of the exiled Comte de Paris at Sheen House in Mortlake. It was here that she was introduced to the Prince of Wales, with whom she was linked for some years by gossips of the time. She acquired the Cavendish in 1902 and ran it like a fashionable country house, sometimes rebuking her guests for treating it like an hotel! It was her strong Cockney language, the notorious parties that she held, and her associations with the wealthy and influential, that earned her the 'title'.

Although rebuilt in 1960 to designs by Maurice Hanna, the Cavendish continues to make the most of Rosa Lewis's connections through portraits and photographs on the walls and restaurant dishes named after her, all adding to the pleasant and relaxed atmosphere.

The area is full of long established names ranging from Czech and Speake, Fortnum & Mason, Dunhill, Davidoff, Simpson of Piccadilly, Daks and Lillywhite's to such famous restaurants, bars and pubs as Wilton's, Wheelers,

Green's Champagne Bar and Restaurant, the Red Lion and the Unicorn. In short, Jermyn Street exemplifies all that is finest in the traditional English way of life; which is confirmed by the fact that there are probably more traders in Jermyn Street who are proud holders of the Royal Warrant, as suppliers to members of the Royal Family, than in any other London Street.

R E Tricker of Jermyn Street

R E Tricker Ltd of Jermyn Street, London SW1, were founded in 1829, and since that time have become known worldwide for their high standard of footwear craftsmanship.

The founder, Joseph Tricker, had only one child: a daughter, Clair Louise, who married Walter James Barltrop. This was the introduction of the Barltrop family, who today control the firm. Don Barltrop is managing director and his son Nicholas, form the fifth generation, is in charge of quality shoe production at the workroom in Northampton.

The retail shop in Jermyn Street serves discerning clientele, both from home and overseas, who require hand-crafted

footwear of the finest quality both in leathers and construction.

Besides making a wide range of men's shoes, RE Tricker Ltd specialise in the skilled trade of handmade riding and hunting boots, and are one of the few shoemakers in the country still making a Veldtschoen walking shoe.

Mr Cook, the manager of Tricker's of Jermyn Street, has wide and practical experience in the fitting and measuring needed to ensure a pair of benchmark hand-sewn shoes are made correctly. In addition to handmade footwear, Tricker's hold a wide range of in-stock shoes suitable for formal and leisure wear. They are also the specialists for motif-embroidered velvet slippers in men's and ladies' sizes.

Service and customer care are paramount in the Jermyn Street establishment, and a personal visit to 67 Jermyn Street will reinforce this statement. If you are unable to make a personal visit, Tricker's will send you a full colour catalogue and a self-measurement form and provide a mail order service.

Their telephone number is 01-930 6395.

Saville Row

Henry Poole Tailors

Saville Row's fame can be traced back to the foundation in 1806 of the firm of Henry Poole & Co.

The 'Golden Mile' of tailoring is in fact a criss-cross of quiet lanes, dividing the two great shopping areas of Regent Street and Bond Street and including Old Burlington Street, Cork Street and Savile Row itself. These streets were once popular with surgeons, but they migrated northwards as the tailors moved in during the 1800s and the area rapidly gained its reputation in the world of men's fashion.

The rise of Savile Row began in 1806 when James Poole came to London, from Shropshire, to open a linen drapers in Everett Street, Brunswick Square. Poole became a tailor by chance, for when Napoleon escaped from Elba he joined a Volunteer Corps whose members had to provide their own uniforms. Unpractised in tailoring, James and his wife Mary cut and stitched his tunic so well that by the time of Waterloo, Poole was flooded with orders and set up as a military tailor. By 1822, he had opened an emporium in Regent Street and a year later made his headquarters at 4 Old Burlington Street, adjoining Savile Row. It was here that his son, Henry, who inherited the business in 1846, was to achieve an even greater reputation, leaving an indelible mark on British bespoke tailoring, and starting the long tradition of the Savile Row suit.

Henry, who learnt his trade as an apprentice in his



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father's workrooms, had the gift of getting on with the right people. On inheriting Pooles, he began enlarging the premises, and built a palatial showroom with a new entrance opening onto Savile Row.

Henry made his elegant premises a recognised meeting place for the young bloods of the era. Soon the premises were crowded with customers being measured for hunting pinks or the new Court dress (introduced by Poole) in bottle green or mulberry velvet.

Poole also made himself agreeable to men of influence in other fields, including the rising bankers Rothschild, Levy, Behrens and Montefiore. Among his acquaintances was Prince Louis Napoleon, pretender to the French Throne. Henry, with his friend Baron de Rothschild, advanced Bonaparte £10,000 and when he became emperor, Henry Poole & Co. became court tailors — the first of many Royal Warrants. Queen Victoria later granted Pooles her Livery Warrant, which they continue to hold under Queen Elizabeth II.

More Royal patronage followed when Henry Poole became tailor to Edward, Prince of Wales. Legend has it that the Prince admired the cut of the clothes worn by the actor Fechter during a

performance of Ruy Blas, and soon Pooles were supplying most of HRH's wardrobe.

By the mid 1870s 'Old Pooley' was a London institution. His premises were more like a club than a shop, with the great and wealthy flocking there between 3.30pm and 5.00pm to partake of his fine Claret and Hock and to puff 'Pooley's' cigars.

Henry Poole became a living legend, and, like Beau Brummel before him, dictated what should be worn.

Disraeli, one of his customers, immortalised him as 'Mr Vigo' in his novel *Endymion*:

"The most fashionable tailor in London . . . consummate in his art . . . neither pretentious nor servile, but simple and with becoming respect for others and for himself".

With 'Old Pooley's' death in 1876, his cousin Samuel Cundey took over. By now the firm had nearly every European crowned head on its books as well as Eastern potentates eager to adopt Western fashions. The premises in Savile Row were enlarged, civil tailoring took precedence and the foundation of the company's present thriving export business began when branches were opened in Paris, Vienna and Berlin.

By the early 1900s, Henry Poole was the largest establishment of its type in the world, employing 300 tailors and cutters.

Wealthy Americans began to discover the elegance of a suit by Pooles. Evander Berry Wall believed that "there is no other gentleman's tailor in practice" and that "suits by craftsmen other than Pooles were little better than the garb of 'Happy Hooligan' in the funnies".

J Pierpoint Morgan and many of the American railroad barons were among the prominent Americans who were tailored by Pooles.

The company remained in Savile Row until 1961, when redevelopment led to the demolition of the building, with its lush interior and 'Peer's Gallery', where the eminent dignitaries of Henry Poole's day kept their regalia between functions.

The firm moved to modern premises in Cork Street where, breaking with tradition, they took the frosted glass out of the showroom windows. They were joined in 1976 by E.C. Squires and his craftsmen, whose reputation was well established in nearby Sackville Street.

Another move, to a beautiful Victorian building at 15 Savile Row, came in 1982.

The original house was built for the Countess of Suffolk in 1733. It remained a private residence until 1871 when a



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And in **Europe** Paris, Brusselss, Hamburg, Cologne, Dusseldorf,
Geneva, Basle, Zurich and Vienna.



Henry Poole & Co., Saville Row, Circa 1890

famous London Club moved in, changing its name to the Savile Club. Many eminent members used the building, including Arthur Balfour (a future prime minister), Robert Louis Stevenson the author, and Sir Henry Irving the actor. After the Club moved in 1881 to larger premises in Brook Street, the Regency building was demolished. By 1887 the present building was completed and the ground floor occupied by a firm of tailors.

Henry Poole's connection with the famous is still maintained. To the legendary names of Lord Cardigan of Light Brigade fame, novelists Anthony Trollope and Charles Dickens, and the explorer Livingstone, can be added those of Sir Winston Churchill, Charles de Gaulle, the late Emperor Haile Selassie of Ethiopia, and Japan's post-war prime minister, Yoshida.

Henry Poole were further strengthened in 1980 by linking up with another famous tailoring firm, Sullivan Woolley and Co. The concentration of workforces in the Savile Row premises facilitates the continued training of craftsmen which is so vital to the future.

Sullivan Woolley and Co's origins go back to 1880. Their eminent customers

have included Viscount Montgomery of Alamein, for whom they made his first officer's uniform in 1908, when he was commissioned in the Royal Warwickshire Regiment. 'Monty' remained a customer for the rest of his life. Sullivan Woolley were also appointed to make uniforms for officers of the Free French Air Force during World War II.

Twenty-five years after they made Rex Harrison's clothes for *My Fair Lady*, Sullivan Woolley repeated the exercise for the 1980 production in the United States.

Today, a Henry Poole customer is just as concerned about the quality of his garments but usually has much less time than his predecessors for fittings. Although aristocrats still follow the tradition of their forefathers and continue to patronise Pooles, the clientele now includes international businessmen from the US, Europe, the Middle East and Japan. In fact, a visitor to Savile Row would see customers from many walks of life whose faces are familiar from the press and television. However, there is a tradition that the name of a gentlemen's tailor is as confidential as the name of his doctor.

Pooles and Sullivan Woolley have always been eminent as tailors to overseas clients, and this tradition is maintained. Twice-yearly journeys are made to the United States, covering ten cities between New York and San Francisco. In addition, frequent visits are undertaken by senior cutters to France,

Belgium, Germany, Switzerland, Norway and Austria.

Japan is an important overseas market, and the best in men's tailoring is also found in a complete range of high-class, ready-to-wear clothes and accessories designed by Henry Poole for the Matsuzakaya Company, which has department stores in Japan, Hong Kong and Los Angeles.

Although the company realises that tradition is important, it is also aware that the 20th century has a different lifestyle from that of the founder. The company still seeks, as in the past, to produce clothes that combine elegance with comfort. A Henry Poole suit must not be a short-lived creation, but must remain in good taste; whilst acknowledging the movement of fashion, it has never overemphasised the details of styling.

All the materials used are the finest British woollens, the best in the world. These include Huddersfield worsteds, tweeds from the Lowlands of Scotland, Harris and the Shetland Isles, mohair worsteds for summer wear and West of England flannels. At the Savile Row showrooms there are Henry Poole shirts, ties, socks and knitwear.

The continuing success of Henry Poole and Sullivan Woolley in meeting the requirements of the most discerning customers seems to indicate that they have mastered the art of accommodating worthwhile change while preserving the best traditional values.

Henry Poole & Co's present establishment at 15 Saville Row which they have operated since 1982

