

## E. Tautz

E. Tautz was founded in 1867 by Edward Tautz. E. Tautz catered to the sporting and military elite of its time, traditions which inform Tautz's collections today. In the 20th Century the brand became synonymous with quality tailoring famously creating the Tautz lapel and became a brand beloved by Hollywood stars of the day. In 1968, E. Tautz was incorporated into Savile Row tailor Norton & Sons. Headed by creative director Patrick Grant, E. Tautz was re-branded in 2009 and launched as a ready to wear label to wide critical acclaim.

At the heart of the E. Tautz aesthetic is Savile Row cutting; elegant shoulders, suppressed waist, well proportioned, well balanced and unfussy in keeping with the sporting and military traditions of the brand. E. Tautz like simple cutting paired with bold accents of colour and pattern- cloths with scale and texture; big checks, fine flannel and stripes.

Grant believes that a man should always be suitably dressed; his clothes must be carefully considered and pride in your appearance is essential. E. Tautz provides gentlemen with a 'uniform for a life less ordinary', taking the formality out of tailoring by creating elegant clothing with a dose of schoolboy wit. Keeping British craftsmanship alive is crucial to retaining E. Tautz tradition with all fabrics sourced and produced in Britain. Collections include jackets handmade in Norton & Sons on Savile Row, Tautz tweed is woven in the Outer Hebrides and according to Tautz folklore the knitwear is knitted by eight grannies in Wales. In 2010, E. Tautz were awarded British menswear designer of the year at the British Fashion Awards, confirming the brand as one of the most exciting in British menswear.