

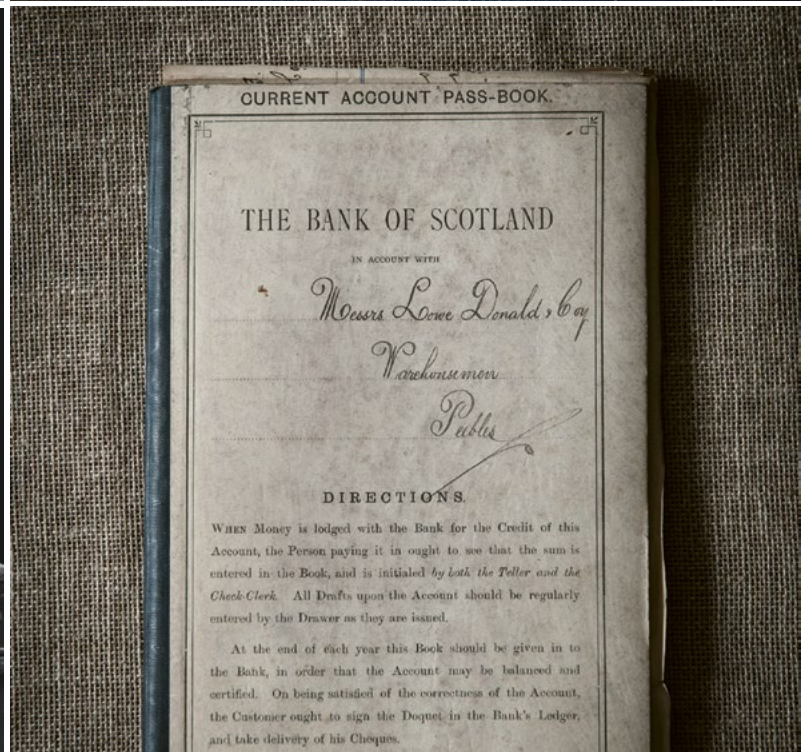
Est. 1836

HOLLAND & SHERRY

SAVILE ROW · LONDON

PRESS PACK

Autumn/Winter 2020



OUR STORY

Since 1836 Holland & Sherry has proudly supplied the most prestigious tailors and luxury brands with the finest cloths in the world.

Stephen George Holland and Frederick Sherry began the business as woollen merchants at 10 Old Bond Street, London, specialising in both woollen and silk cloths. In 1886 Holland & Sherry moved premises to Golden Square, the epitome of the woollen merchanting trade.

By 1900 Holland & Sherry was exporting to many countries worldwide. At this time a sales office was established in New York. In the early part of the twentieth century, the United Kingdom, Europe, North and South America were the dominant markets for the company. Amongst other distribution arrangements, there was a Holland & Sherry warehouse in St. Petersburg, Russia; a successful market prior to the revolution as it is today.

In 1968 Holland & Sherry bought Scottish cloth merchant, Lowe Donald, based in Peebles in the Scottish Borders and located their distribution to the purpose-built warehouse there. Of all the cloth merchants of Golden Square which were established in the late 1800's, only Holland & Sherry remains. Over the decades the company has purchased nearly twenty other wool companies.

In 1982 Holland & Sherry moved their flagship showroom and registered office to the centre of sartorial style – Savile Row, London where it remains today.

Today, our international headquarters in Peebles concentrates on customer service, ordering, shipping, cutting, bunchmaking and design operations where we are constantly engaged in research for ever finer and more luxurious fibres and fabric qualities; sourcing the finest natural fibres, ranging from Super 240's, cashmere to pure worsted Vicuña.

HS 2019 BARRÉ BLAZER STRIPES



BARRÉ BLAZER STRIPES

Horizontal Chenille Stripes

Barré; the French word for a ballet dancers' handrail upon which a hand is rested whilst performing the next plié, and an adopted term used in textiles to describe horizontal stripes in weaving.

This unique collection of horizontal striped, bar designs have been created by combining a venetian structure with a bold combination of thick, textured chenille yarns, and fine, regular wool worsted yarns.

For technical reasons, chenille yarn can only be woven in the weft direction of the fabric. As this yarn brings so much character to the fabrics in this collection, the decision was made to weave accordingly and introduce a collection of fabrics entirely of weft stripes.

Whilst the collection has been designed with the stripes in the horizontal direction, for those that prefer the classic vertical orientation, the fabrics can be turned 90 degrees.

HS 2019 JACKETING

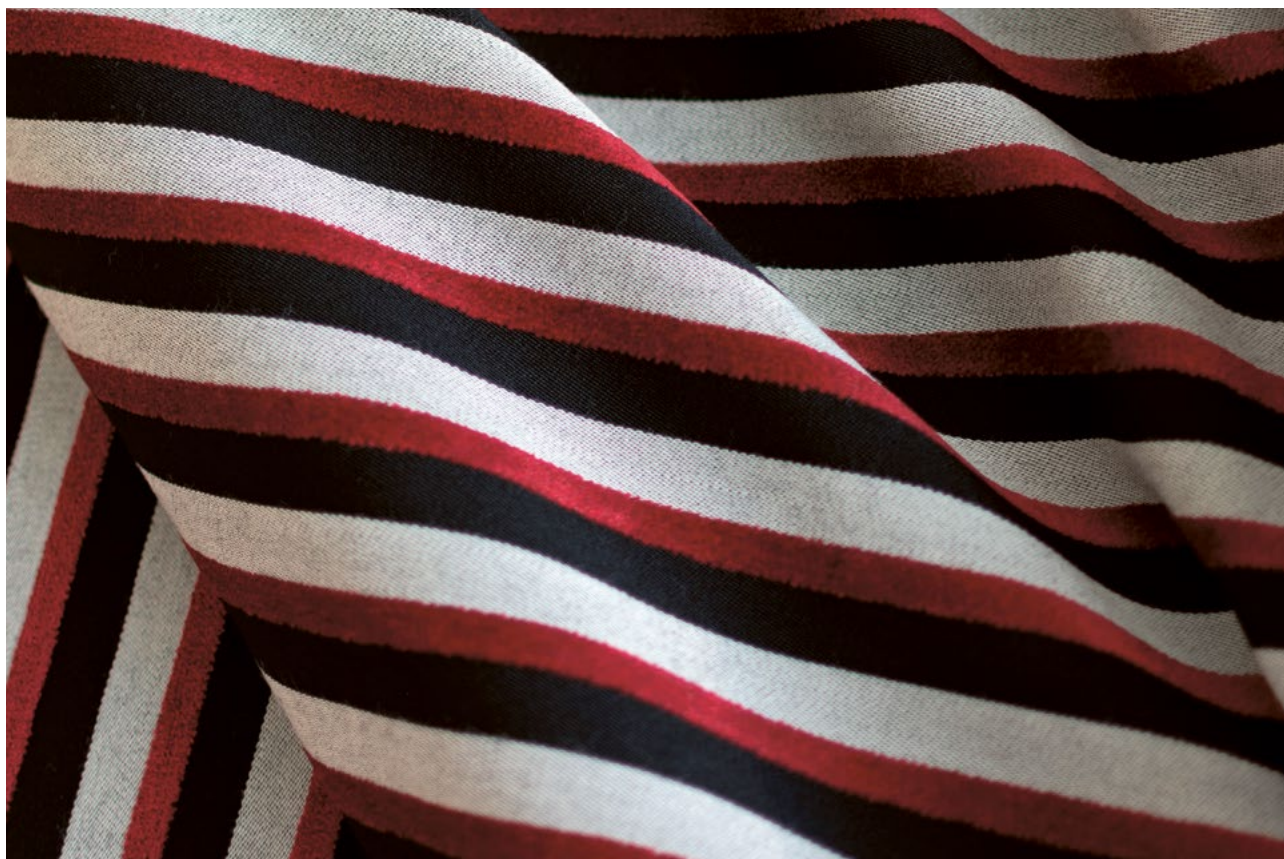
Composition:

Wool Worsted, Viscose
and Cotton

Weight:

430gm-595gm 14oz-19oz

Made in England



HS 2061 SEASONAL STRETCH



SEASONAL STRETCH

Super 100's Wool with Lycra®

Thanks to the incredible success of our Sherry Stretch collection, we have decided to extend our offering of wool Lycra® blends. Comprising a series of solid plains in twill and prunelle constructions, in both clear-cut and flannel finishes in a comprehensive collection of stripes, small neat designs and glen checks, this collection is sure to please all.

The fabrics in this collection are woven from Super 100's merino wool, and with the benefit of 2% Lycra®, they stretch and move in-line with every movement of the body – they “Stretch in Motion”. Offering an impeccable fit with no sagging, or crumple zones these fabrics are the practical choice for those who are always on-the-go and demand that extra comfort.

In summary:

- Lycra® is a synthetic elastane fibre that has exceptional elasticity.
- Lycra® can stretch up to six times its original length whilst retaining its original shape.
- Only a very small percentage of Lycra® is needed for a fabric to gain the benefits Lycra® offers.

Lycra® is a versatile invisible ingredient that improves the performance of both natural and man-made fabrics.

HS 2061 SUITING

Composition:

98% Super 100's Wool Worsted
2% Lycra®

Weight:

280gm 9oz / 310gm 10oz /
325gm 10½oz





HS 2064 PERENNIAL CLASSICS

PERENNIAL CLASSICS

100% Wool Worsted Suiting

Constructed from a 2/2 twill and woven from 100% merino wool, this subtle blend of design and colour typifies the true elegance of British tailoring.

The cloth owes its exquisite handle and drape to the gentle finishing process. Naturally filtered Pennine water has penetrated every fibre, gently lifting and removing any impurities from the wool. The natural elements from the water are absorbed by the cloth, adding to the overall handle and lustre.

Superfine merino wool is a 100% natural, sustainable and renewable product. It has a molecular structure that is constantly reacting to changes in body temperature, giving it the ability to keep the wearer warm when cold, and cool when warm.

This comprehensive collection features many of the traditional classics, including Birdseye, Herringbone, Puppytooth, Prince of Wales Check, Pinstripes, Plains, Split Hopsack Checks, Sharkskin and Windowpane designs. For timeless tailoring, we believe that this is the ultimate collection for quality, refinement and all-year-round use.

Fabrics from this collection represent British elegance at its best and in our opinion is the most versatile fabric for all seasons.

HS 2064 SUITING

Composition:

100% Merino Worsted

Weight:

280gm 9oz





HS 2068 GABERDINES

GABERDINES

Super 120's & 130's Worsted Plains

Offering incomparable comfort and resilience, Holland & Sherry's Gaberdines collection comprises two qualities in one construction.

Gaberdines are constructed from a 2/1 twill with significantly more threads in the warp than in the weft. This tightly woven fabric is smooth on the reverse with a steep twill diagonal running from left to right on the face. The characteristics of their construction makes them durable, hardwearing and incredibly versatile.

Offering a wide range of classic and contemporary colours including blues, natural tans and mixture greys, we are sure that you will be inspired by this new collection of gaberdine plains.

HS 2068 SUITING

Composition:

100% Super 120's Worsted

100% Super 130's Worsted

Weight:

260gm 8½oz / 250gm 8oz



HS 2069 SLOANE SQUARE



SLOANE SQUARE

Super 130's Merino Worsted Wool

The affluent and fashionable Sloane Square lies on the boundaries of the London districts of Knightsbridge, Belgravia and Chelsea, in the Royal Burgh of Kensington and Chelsea. This exclusive, wealthy area of the city is renowned for its retail dominance.

The prestigious name reflects the quality of this impressive selection of fabrics, a quintessential perennial collection, suitable for all-year-round use. Elegant, soft stripes and checks permeate the collection; one of understatement and class.

Woven from Super 130's worsted spun yarn, this fine cloth has excellent drape and tailoring qualities and is a must-have addition to the discerning individual's wardrobe.

HS 2069 SUITING

Composition:

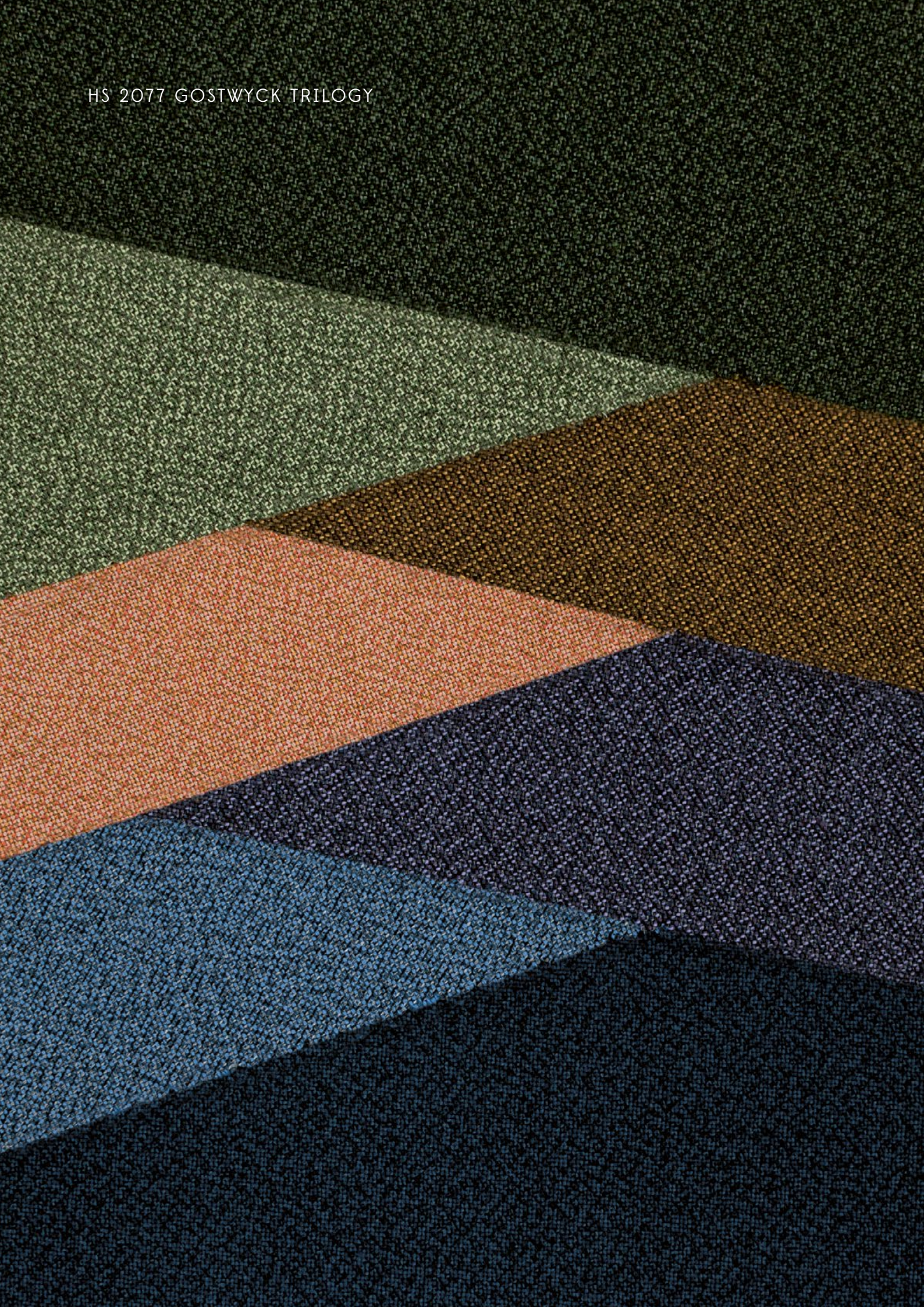
100% Super 130's Worsted

Weight:

250/280gm 8/9oz



HS 2077 GOSTWYCK TRILOGY



GOSTWYCK TRILOGY

Plain Weave, Gaberdine and Serge

Produced from Gostwyck Super 170's superfine Saxon merino wool, we proudly present Gostwyck Trilogy; a collection of 3-ply plains woven from our most popular weaves and constructions, in a series of classic and contemporary colours.

The supply chain for all the fabrics in this collection is transparent and traceable from sheep to cloth; the wool having been responsibly sourced.

To ensure that all garments made from Gostwyck merino are itch free, comfortable to wear and long lasting, every fleece is tested at source to determine the average fibre diameter; nothing is left to chance, guaranteeing a softness and luxury feel for next-to-skin comfort.

The trilogy begins with a collection of plain weave fabrics woven from a 3-ply, three colour twist yarn. The soft contrasting colours, produce a smoky pallet of classic blues, traditional greys and contemporary reds, greens and aubergine. The plain weave construction at 265gm, produces the perfect weight for all seasons, and is a subtle introduction to the other qualities in this collection.

Following the plain weave is a selection of fabrics in solid shades, woven from a traditional gaberdine construction; this is characterised by its steep twill line appearance. In keeping with our trilogy theme, this range is also woven from a 3-ply yarn, however, the yarns are solid in colour. This solid effect produces a consistent colour that is rich and opulent, and offers a heavier alternative to its plain weave counterpart.

The final instalment of this collection is the Serge; a balanced construction in both warp and weft directions that when woven produces a twill line with a distinctive 45-degree angle. Like its predecessors, this collection has also been woven from a 3-ply yarn, and like the plain weave, three colour twists have been used.

A myriad of colour, combined with three classic constructions, make this the "must-go-to-collection" for city or country attire – our Gostwyck Trilogy collection should not be missed!

HS 2077 SUITING

Composition:

100% Super 170's Worsted

Weight:

265gm 8½oz / 340gm 11oz /
390gm 12½oz

HS 2080 SWAN HILL



SWAN HILL

Luxury Super 160's Worsted with Cashmere

Holland & Sherry's Swan Hill collection has been created by blending a 15.5 micron merino wool with cashmere of a similar micron count. This luxurious blend is spun to a 90/2nm yarn count, woven into 2/2 twill construction and finished with a traditional "true merchant finish". The finished cloth has an abundant richness, is full-bodied and has a gentle handle; a true example of luxury.

Our collection takes its name from the Swan Hill region of south-east Australia, between the River Murray and the River Loddon. The region was named by Scottish explorer Sir Thomas Mitchell, following a sleepless night camping near a flock of restless swans.

The abundant food source and water supply of the area attracted settlers from afar and very soon it became the habitat for some of the world's most prized merino sheep. The region began producing and exporting wool around the world and became famous for its supply of some of the finest and softest wools in the world.

Holland & Sherry have designed this collection for the more discerning customer. Woven with an essence of cashmere and the finest merino, this truly elite fabric guarantees quality and refinement, and is sure to please.

HS 2080 SUITING

Composition:

95% Super 160's Worsted
5% Cashmere

Weight:

260gm 8½oz



HS 2087 ASCOT CLASSICS



ASCOT CLASSICS

Luxury Worsted Jacketing

Holland & Sherry's new range of luxurious 100% wool worsted jacketing comprises classically coloured and styled gun club and glen plaid designs, alongside some new and contemporary windowpanes.

- Woven from a 2/2 twill weave construction, giving extra body, warmth and stability.
- The wool micron is 20.5 μ for strength and durability.
- The yarn used is a 60/2 new metric yarn in both warp and weft directions, allowing for a full, well rounded handle.
- The cloth weight is 280grm, making the cloth multi-seasonal and ideal for wearing all year round.

These qualities allow the cloth to be tailored with ease and make them a pleasure to wear.

Cloths from our Ascot range are ideal for the country or city and have a traditional, timeless appeal that makes them an essential component of every wardrobe.

HS 2087 JACKETING

Composition:

100% Wool Worsted

Weight:

280gm 9oz





HS 2090 SHERRYKASH

SHERRYKASH

Luxury Wool with Cashmere Jacketing

A regular feature of the Holland & Sherry collection, this luxury jacketing range of fabrics are constructed from the finest woollen-spun blended yarns, combining comfort and softness beyond compare. It is the peak of perfection and is renowned for its luxurious touch and soft contemporary styling.

The finest cashmere fibres have been gathered from the saddle of the Cashmere goat by careful combing. This takes place during the spring months, when the soft downy, wintry undercoat is thick and lofty and ready to shed in preparation for the warm summer months ahead. Care is taken not to remove the outer guard hairs, as in comparison to the soft down, these are much coarser and would spoil the handle and luxury of the finished product.

The cashmere is then carefully blended with 18µ merino wool to produce a range of opulent melange colours that are beyond compare.

The gentle combing and blending of the fibres continues, and in doing so, any short staple fibres are removed from the blend.

Once all the longer fibres are in perfect alignment and the desired level of colour achieved, the fibres are gently twisted together in a soft 'S' direction.

The soft 'S' twist in the finished yarn and the gentle scour that the cloth undergoes contribute to the unparalleled softness, lightness and warmth of the cloth.

HS 2090 JACKETING

Composition:

95% Super 130's Worsted

5% Cashmere

90% Super 110's Wool

10% Cashmere

Weight:

260gm 8½oz

300/320gm 10/11oz





HS 2092 CASHMERE DOESKIN BLAZERS

CASHMERE DOESKIN BLAZERS

100% Cashmere

Holland & Sherry's blazer quality is woven from the finest Mongolian Cashmere. This distinctive collection features a smooth sensuous fabric with a beautiful handle and a lustrous doeskin finish.

Cashmere is the soft downy fleece of the cashmere goat whose rural habitat in Mongolia contributes to the cashmere's softness, fibre length and ultra-fine micron. The soft downy fleece is protected by coarse guard hairs and is responsible for protecting the goat from the elements during the harsh Mongolian winter months.

As spring approaches, the soft downy fleece is no longer required and begins to shed naturally. At this time the Mongolian herders carefully gather the luxurious fibres by hand-combing their fleece; the process is slow and meticulous so no harm or stress is inflicted on the animal. Animal welfare is our main concern, and we can proudly state that the cashmere used in this collection is ethically and sustainably sourced.

Once the combing process is complete, the tough outer guard hairs are separated and removed, leaving only the finest, softest cashmere fibres. Cashmere is one of the most valued and exquisite of animal hairs because of its incredible softness, making it one of the most sought-after and comfortable to wear.

Transforming woven cashmere into a luxurious finished product has remained unchanged for hundreds of years. After careful washing and pressing the unique doeskin finish is applied. This involves the use of natural teasel heads from the teasel plant, native to Europe. The teasels are spiky and prickly in appearance and when wet they are perfect for gently brushing and raising the delicate surface fibres of the cashmere fabric to produce the characteristic luxurious ripple finish.

HS 2092 JACKETING

Composition:

100% Khan Cashmere

100% Baby Camel Hair

Weight:

340-370gm 11-12oz

SAVILE ROW LON

RIVIERA
SUMMER SUITINGS
BY HOLL

HS 2111 RIVIERA

RIVIERA

Classic Summer Suiting

This collection of fabrics is woven from a blended yarn of polyester and Super 120's merino wool, to produce a fabric that unites the benefits of both natural and synthetic fibres.

When tailored, this remarkable cloth produces durable garments that are excellent for travel and easily cared for.

This remarkable mix of fibres offers many beneficial qualities that will provide the wearer with a high level of comfort.

The fabrics in this collection benefit from:

- Durability
- Crease-recovery ability
- Breathability
- Drape qualities
- Shape retention qualities with no sagging at pressure points
- Wicks away perspiration
- Allows the body to remain cool in warm climates
- Resistance to pilling

HS 2111 SUITING

Composition:

60% Super 120's Wool Worsted
40% Polyester

Weight:

280gm 9oz



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Press Pack resources on Dropbox:

<https://www.dropbox.com/sh/78nrazjgOqi1c6r/AAAaRd1nBoV9dvzYRiXkCnIza?dl=0>

Full collection information can be found on our website:

apparel.hollandandsherry.com

Holland & Sherry on Instagram:

[instagram.com/hollandandsherryapparel](https://www.instagram.com/hollandandsherryapparel)

Holland & Sherry on Vimeo:

vimeo.com/hollandandsherry

Enquiries to:

Lindsay A Taylor, Global Sales Director
T +44 207 437 0404 M +44 7843462242
ltaylor@hollandandsherry.co.uk
