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CARS

Concours on Savile Row to return to London, pair bespoke tailors with fine cars and fans

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The 2022 edition of Concours on Savile Row attracted more than 12,000 fans of unique cars and motorcycles, giving them an opportunity to also visit the tailors on the street. Image credit: Jayson Fong

By STAFF REPORTS

Concours on Savile Row will return for a third edition after a successful run in the previous two years that brought fans, collectors and makers of prized cars to the world's most famous and exclusive tailoring district in London.

Organizer Hothouse Media and Savile Row landlord Pollen Estate have marked May 22-23 as the dates for the event that last year drew more than 12,000 visitors to the bespoke tailoring hub. Famous tailors on the street include Henry Poole, Huntsman, Gieves & Hawkes and Anderson & Sheppard around the corner.

"Savile Row is London's iconic destination renowned for tailoring, craftsmanship and style, and we are excited to see the new collaborations and the synergies with the car manufacturers come to life," said Jenny Casebourne, head of portfolio at [The Pollen Estate](#), London, in a statement.

"The event is a fantastic opportunity for visitors to go inside the tailoring houses and meet the individual tailors as well as experience the expertise and craft behind a bespoke suit firsthand," she said.

"Concours on Savile Row is a great addition to London's events calendar and will showcase the very best of British tailoring to a global audience."

The 2024 event is themed "The Art of Bespoke."



Visitors admire a row of cars at last year's *Concours of Savile Row*. Image credit: Matt Howell

Cut from the same cloth

Savile Row is known for its bespoke tailoring with customers including celebrities, businesspeople, military, diplomats and royalty such as British monarch King Charles III. The tailors are now adding made-to-measure, ready-to-wear and complementary accessories to their offering.

Last year, 41 cars and motorcycles were on display from automakers and private collectors at [Concours on Savile Row](#). The line-up included the debut of two Huntsman-designed Bentleys, a Jaguar E-type art car, a JPS Lotus F1 machine and many rare vehicles from private collectors.

The event is free to the public and marks the long, shared history of automakers and tailors. More partnerships and collaborations are expected to be sealed over the two days next May.

Chopard is the official timing partner of Concours of Savile Row. Other sponsors include Hagerty, RM Sotheby's, Vicenza Fope, EFG Private Banking, Aranyani, Blick Rothenberg, RA, Nyetimber, Savile Row Gin and Net Hero.

"The second edition of this unique event established Concours on Savile Row as a key date in both the automotive and bespoke-tailoring calendar," said Geoff Love, U.K. managing director of Hothouse Media, in a statement.

"The response to the event from manufacturers, sponsors and tailors has been tremendous, and 2024 will see further innovation as we continue to focus on the opportunities presented by such a special event," he said.

The Concours of Savile Row event in June 2023. Video credit: Magneto magazine

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