



GIEVES & HAWKES

Distinctly English, Superbly Perfect!

Having captured the imagination of Hong Kong's best dressed, quintessentially British men's wear icon Gieves & Hawkes is expanding to exciting surprises for those who simply demand the best, says CEO JOHN DURNIN.

Put simply, Gieves and Hawkes is for the discerning male – accomplished men who enjoy the finer things in life. The brand itself is just as discerning, offering only the very best in terms of style, material, colour, design and of course craftsmanship across every line.

Naturally, market applause in fashion-driven and moneyed Hong Kong has long since been forthcoming for such a reputation-conscious brand, the challenge though is to stay competitive and continue to thrive in a market that is spoiled for choice.

"Complacency isn't an option for brands that enjoy the kind of market standing that we do," says John Durnin, CEO of Gieves & Hawkes. Durnin is no stranger to the demands of the men's wear market even more so now that he is based in London, which to many, is the heart of high fashion.

Customer Satisfaction

"We have enjoyed very strong double digit growth from the Hong Kong market. We will continue that investment by upgrading our retail network with both a new store design and new locations," he says. "We have spent years investing in our retail network in PRC. We currently have over 80 stores across 35 cities China-wide so we are a very well known and established brand to the China consumer. That has some significant benefit to our sales in Hong Kong as we are all aware of the number of mainland



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tourist arriving in Hong Kong on a monthly basis.”

“Consumer demand has also led us to expand product offerings to include new categories. A full range of beautifully made and designed briefcases and travel luggage will be launched next year, complimented by a complete range of wallets and business accessories. We will also enlarge our casual wear offering to include shoes and a larger selection of belts, both formal and casual wear,” reveals Durnin.

“With that investment in product innovation, store enhancement and a continued drive to improve our high

standards of customer service we are confident that we can continue to drive sales growth in Hong Kong.”

Value of Heritage

What makes the brand such a favourite in Hong Kong?

“We established ourselves in HK over 15 years ago and since then we have consistently delivered quality and contemporise styling in tailoring. This ‘classic style with a modern English twist’ has always been a hit with consumers. “Customer service as always been a top priority allowing us years of meaningful direct contact with our consumer base

which is extremely useful in getting the right product to market. That feedback has driven us to recently widen our product offering to include casual wear, leather accessories and shoes.”

Gieves and Hawkes has been delivering style and quality tailoring since 1771 and looking back it is simply amazing just how far we’ve come, says Durnin.

“We are excited to announce that the investment in our new retail store concept will be rolled out in Greater China over the next 3 years. This will present the brand in a new light and allow us to further enhance the luxury environment and service for our customers. Leather accessories will be introduced during next year. Inspired from our naval heritage the bags will be a range of both leather and canvas equipment designed for the international travelling businessmen.”

Days Ahead

Gieves and Hawkes is renowned for its expertise in tailoring but our main push is to bring a much wider collection of casual wear to the market, says Durnin.

“This will allow us to offer a wider range of luxury pieces to equip the weekend wardrobe. Next year both our Spring Summer and Autumn Winter collections will have a much-expanded casual wear offering which will be inspired from our naval and military archives pieces that we have here at No 1 Savile Row. The menswear will be accessorised with new shoe ranges, wallets, belts and holdalls. Weekend essentials that will be in fabrications and designs specifically to cater for the man who travels in style and comfort.”

“As No 1 on Savile Row, London we have a distinct English styling no other brand can deliver with authenticity. We are always evolving our products which ensures that we deliver a really modern and English look to the tailoring.

Additionally we have always used only the highest quality of fabrication which gives not only longevity to the garments but also comfort. This contemporary Englishness style and quality is why costumers seek out and appreciate the brand. So if you haven’t experienced the magic of our brand yet, visit a Gieves & Hawkes store today and enjoy the creations we offer with your comfort in mind,” concludes Durnin. ■

For additional information please visit www.gievesandhawkes.com