

Est. 1836

HOLLAND & SHERRY

SAVILE ROW · LONDON

AUTUMN/WINTER 2018
COLLECTION



SINCE 1836...

Since 1836 Holland & Sherry has continued to supply prestigious tailors and luxury brands with some of the finest cloths in the world. Stephen George Holland and Frederick Sherry began the business as woolen merchants at 10 Old Bond Street, London, specializing in both woolen and silk cloths. In 1886 Holland & Sherry moved premises to Golden Square, at the time the epicenter of the woolen merchanting trade.

By 1900 the firm was exporting to many countries, it was around that time a sales office was established in New York. In the early part of the 20th 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 and now successfully renewed.

By 1982 the business moved to Savile Row, which remains as our registered head office.

In 1968 Holland & Sherry bought Scottish cloth merchant, Lowe Donald, based at Peebles, in the Scottish Borders and decided to locate 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 we have purchased nearly twenty other wool companies.

Today, the Peebles warehouse houses our main sales, 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.

Our cloths are woven in the time honoured way to assured quality and good taste. A bespoke tailored garment in luxury Holland & Sherry cloth is truly an investment and always a pleasure to wear.

Inspired by classic British styling,
our City of London collection uses
the traditional weaves of twill,
herringbone and birdseye.



CITY OF LONDON

Wool Worsted Suiting

The City of London suiting collection has been designed for the business environment, combining handmade quality with hardwearing practicality. This is our new classic suiting line, traditionally British and heavyweight.

The collection offers a timeless selection of quality merino wool suiting fabrics for discerning professional people. The cloth is woven in a 2/2 twill, from a 36/2 nm yarn in both warp and weft direction, giving the cloth body and fullness. These qualities offer durability and good drape, enabling a garment to hold its shape.

Inspired by classic British styling, this collection uses the traditional weaves of twill, herringbone and birdseye in classic patterns such as pin stripe, chalk stripe, glen plaid and houndstooth, offering choice and variety.

We truly believe that this collection is the perfect choice for a British, tailored look.

HS 1862 | SUITING | 420gsm 13½oz



TARGET

Super 120's Worsted Suiting

This season's Target collection offers a new range of timeless classics, making it the ideal choice for elegant and understated tailoring.

The fabrics in this collection are renowned for their wear and tailorability qualities.

The simple designs in this collection have a timeless appeal, making Target the ideal choice for a luxurious classic city suit.

Listed below are the finer details that make these fabrics appealing and impeccable to wear.

- All fabrics are woven from a 2-ply yarn in both warp and weft directions.
- All fabrics have good drape and crease recovery properties.
- All fabrics are constructed from a 2/2 twill; a well-balanced construction that offers stability and strength.
- All fabrics are woven from a wool top that has a guaranteed micron of 17.5, offering unparalleled comfort.
- All fabrics are around 310gsm in weight, making them the ideal choice for all season

HS 1874 | SUITING | 310gsm 10oz



CLASSIC WORSTED FLANNEL

Luxury Wool Worsted Flannel

This comprehensive collection of worsted flannels comprises classic chalk stripe, houndstooth, windowpane and glen check designs in a series of traditional colours, and is a complement to Holland & Sherry's Classic Flannel bunch HS 1775.

The origin of the word flannel is uncertain, but a Welsh origin has been suggested, as fabric similar to flannel can be traced back to Wales, where it was well known as early as the 16th century.

The qualities in this collection are woven from yarns that have been spun on the worsted spinning system, commonly known as combed flannels. Unlike carded flannels, combed flannels are less hairy, more durable and often lighter in weight making them suitable for most temperate climates.

Flannel fabrics are both comfortable and warm to wear, they have excellent drape and crease recovery properties making them one of the most popular choices for autumn and winter attire.

HS 1876 | SUITING | 280gsm 9oz



CLASSIC WOOLLEN FLANNEL

Luxury Woollen Flannel

Holland & Sherry's latest collection of flannel fabrics include a wide selection of classic designs including chalk stripes, windowpanes and solids.

Dating back to the 17th Century, flannel fabrics have become increasingly popular and today are considered a staple part of any wardrobe.

Woven from carded yarn, spun on the woollen spinning system, this collection includes several qualities including a lambswool and cashmere blend, and a 18.5µ all wool quality. The collection showcases a variety of blues, with a third of the collection dedicated to this popular hue.

Flannel fabrics are renowned for their softness, their full body and their inability to crease. A suit styled from any of the fabrics in this collection will tailor well, look impeccable, and be a comfort and joy to wear.

HS 1877 | SUITING | 340gsm 11oz



Our latest Classic Woollen Flannel collection includes a wide selection of classic designs including chalk stripes, windowpanes and solids.

The quality of Gostwyck merino fibre is the result of over 180 years expertly selecting merino sheep that produce finer, softer and whiter wool.

SUPER 170's MERINO



GOSTWYCK

Luxury Super 170's Suiting

This season Holland & Sherry proudly present a new and exclusive collection of fabrics produced from Gostwyck superfine Saxon merino wool. Being the only cloth merchant with exclusive rights to this product, this wool will become a core source for other qualities in our collection over the coming years.

The supply chain for the fabrics in this collection have full traceability; meaning there is documented and recorded identification of all processes from sheep to cloth.

Nothing is left to chance. Every fleece is tested at shearing so we can guarantee that the garments made from Gostwyck merino are comfortable and long lasting.

The quality of Gostwyck merino fibre is the result of over 180 years expertly selecting merino sheep that produce finer, softer and whiter wool. Today the producers of Gostwyck wool produce merino which is finer than most cashmere, and has been scientifically tested as the most comfortable natural fibre. This makes Gostwyck merino completely itch free.

Major changes to grazing practices have seen steady increase in sustainability, soil health, pasture and water quality. The environment and ecology greatly benefit from these state-of-the-art grazing systems.

HS 1878 | SUITING | 260grm 8½oz



SHERRY TWEED

Pure New Wool

Inspired by the beauty of the rolling hills and the dramatic moorlands of the Scottish Borders, this collection takes its name from the locality.

Home to Holland & Sherry, the Scottish Borders has a longstanding association with tweed fabric, which was primarily developed within the region of the Tweed river. The river had a rich source of minerals that made the water soft; it also had very few impurities, making it an ideal water source for finishing the fabric after the weaving process. This pure, mineral-rich water is still used for the same purpose today and is the reason why traditional Scottish tweed continues to enjoy a worldwide reputation.

The attraction of tweed lies in its wonderful colourations. These are achieved by blending together several different colours in one yarn. Once the yarn is interlaced to create the woven fabric, up to six colours can be present in the ground cloth, imbuing the cloth with its special, enchanting vibrancy.

The designs of this comprehensive collection draw on the lasting appeal of a traditional, authentic cloth, capturing the essence of classic tweed whilst incorporating a contemporary colour palette. Warm and soft to touch, attractive to look at and durable, contemporary yet traditional, this classic collection of fabric from the Tweed Valley is the ultimate tweed.

HS 1888 | JACKETING | 340/360grm 11/11½oz



SHERRY KASH

Luxury Wool with Cashmere Jacketing

This luxury selection of fine merino wool and cashmere blended fabrics is a regular feature of the Holland & Sherry collection. Combining comfort and softness beyond compare, it is the peak of perfection for winter jacketings.

This season's collection offers qualities that feature the following benefits:

- The finest cashmere fibres have been gathered from the saddle of the cashmere goat by carefully combing the goat's fleece during the spring months.
- The cashmere has then been carefully blended with 18µ merino wool to produce a range of opulent melange colours that are beyond compare.
- The combing and blending of the fibres continues, gently removing any short staple fibres 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 1890A | JACKETING | 260-320gsm 8½-11oz



DAKOTA

Cavalry Twills, Bedford Cords and Whipcords

In this collection Holland & Sherry presents a selection of classic weaves, including whipcords, cavalry twills and Bedford cords in a series of classic and contemporary colours. The fabrics in this range typify British tradition and are suitable for city or country wear, including suits, trousers, riding breeches and overcoats.

We begin the bunch with an all-wool cavalry twill. A cavalry twill can be identified by a steep double twill formation with pronounced weft grooves between each twill line. Fabrics woven from a cavalry twill construction were traditionally worn by the military but now it's the suitable choice for all outdoor country sports and casual city attire.

Next, we have a small selection of Bedford cords in traditional colours. The Bedford cord takes its name from the town of Bedford in England. It is traditionally a heavy fabric that can be identified by its warped faced rib effect.

Following the Bedford cords are a series of whipcords in a variety of weights; something to suit all. A whipcord is a dense fabric in the warp direction, having more threads per inch than the weft. When the weft is inserted, the weave structure forms a steep bold twill line, giving the cloth its character. Whipcords traditionally lend themselves to pursuits associated with the outdoors.

HS 1895 | SUITING | 310-450gsm 10-14½oz

Combining comfort and softness
beyond compare, Sherry Kash is the
peak of perfection for winter jacketings.



MASQUERADE

Theatre, Costume and Black Tie

Inspired by Venice – the city of love and romance, Holland & Sherry's latest Masquerade collection is a unique combination of fabrics that co-ordinate and work in harmony together offering a truly inspirational one-off look.

This collection is once again colour themed and offers a wide selection of jacquards; rich and opulent textured velvets; brightly coloured, hand woven Dupioni silks; classic venetians and for that extra sparkle, a wide selection of Lurex plains. We are certain that this combination of fabrics will ignite the imagination and help produce an endless array of ideas and possibilities.

Each fabric in this collection has been chosen with the romance of Venice and costume, theatre, film, wedding and black tie events in mind.

This collection offers the ultimate Visual Splendour® experience; something we all require every now and again to mark those special, extravagant and very memorable events in life.

HS 1897A/B
THEATRE, COSTUME AND BLACK TIE
95-560gsm 3-18oz



BLAZER BUTTON COLLECTION

Holland & Sherry's brass blazer buttons are all handmade in England.

Each button is cut from solid brass and individually die-stamped in the traditional way, and then rough-buffed by hand in preparation for plating, as appropriate, in either 9ct gold, silver, antique silver or bronze finishes.

The majority of our buttons also feature enamel detail in one, two or three different colours. Each enamelling is applied one at a time using a fine paintbrush, before being fired in a kiln at a very high temperature to ensure permanence. After cooling, the button is carefully inspected and the raised detail is burnished by hand.



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