

Est. 1836

HOLLAND & SHERRY

SAVILE ROW · LONDON

Newsletter.



Merry Christmas!
A Review of the 2021 Season

Seasonal Collections for 2021.

Typified by elegant and exciting designs in luxurious cloth qualities. Indeed, luxury, style, sophistication, elegance and performance once more define this year's collection of spring/summer and autumn/winter luxury fabrics.

Spring/Summer 2021.



In suiting, first up we present the beautifully styled new **HS 2136 Snowy River Lightweight** which is a favourite with our customers. The luxurious Super 120's merino worsted wool, excellent performance for travel and its breathability help keep the fortunate wearer cool all summer long. There is a wide range of design choices available in attractive checks and stripes. An outstanding combination of lightweight luxury, performance and reliability.

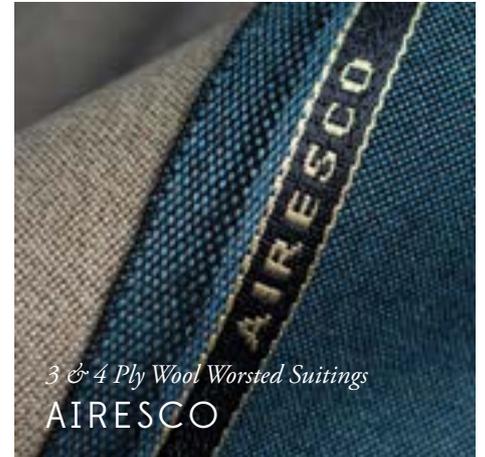
Then comes our new edition of **HS 2113 Sherry Stretch** with the wonderful comfort of 2% Lycra®. Perfect for travel in the hotter months in a lightweight panama weave, presenting an extensive range of elegant designs. This cloth is now a firmly established favourite.



A new cloth for this season is **HS 2132 Airesco**; a lightweight crisp suiting and jacketing cloth with remarkable breathing properties to ensure cool comfort with a natural stretch component. This construction has been a great favourite in Europe for a long time. It is now our pleasure to bring it to customers worldwide for what will surely be a high level of fashionable and comfortable satisfaction. We also have slightly heavier versions of this crisp and breathable cloth in 3 and 4 ply versions of this Airesco construction. There are classic colours as well as some delightful mixture colours of rich and extravagant tones that are perfect for ladies wear as well as for trousers and suiting.

We are also pleased to present our latest **HS 2129 Serge & Solana** collection:

The Solana cloth is suitable for suiting, as well as jacketing and trousers. Solana has a characteristic very fine herringbone pattern of 84% Super 100's worsted wool and 16% silk. The Solana weave construction is highly specialised with contrasting yarns in the warp and weft, creating a subtle mixture of the colours on the face of the cloth, with the weft (horizontal) yarns being favoured more on the back of the cloth. Please note that only the face of the cloth may be used to make garments. In addition to five lovely blue shades we have nine other unique shades of this thoroughly attractive cloth with its distinct European flair that is so perfect for women as well as for men. The silk content gives the cloth a rich and opulent lustre.



3 & 4 Ply Wool Worsted Suitings
AIRESCO



*Super 100's Wool Worsted &
Super 100's Wool Worsted with Silk*
SERGE & SOLANA

Our famous Super 100's Serge cloth includes 46 colours in total and is one of our most successful cloths over many years and never disappoints. It is perfect for suits, for blazers and for trousers. A great cloth for ladies as well as for men. The range of colours is spectacular and there are so many to match to jackets, giving the opportunity to have several for every coat or just have a wonderful collection of gorgeous trousers for every occasion. It is also a cloth that is the perfect weight for year-round use, a serge construction which is similar to a basic twill but created originally for uniform cloth designed to resist wrinkling and hold a sharp crease where required. Everyone should have some garments of this winning cloth in their wardrobe!



The **HS 2128 Classic Mohair** collection exemplifies the very best of what luxurious and lustrous lightweight mohair cloths are all about. They are cool to wear and a true delight, reflecting light like no other cloth, perfect for day-wear as well as for evening attire. They are blends of fine worsted wool and kid mohair (the first cut) and perform excellently for travel in the hotter and more humid months. Our Classic Mohair collection is the perfect choice for weddings and for evening formal occasions.

HS 2133 Crispaire is another well-established favourite. Crispaire breaths wonderfully with its open plain weave construction that also makes it a first choice for those desiring wrinkle resistance and trouser crease retention. The wide range of patterns and solids available make it a definite “go to” cloth that can certainly be worn in all but the coldest months. The solid black in Crispaire makes an excellent tuxedo.

Our HS 2112A/B Ladieswear Collection continues our capsule wardrobe theme offering myriad colours, fabrics and designs all designed to complement each other. A beautifully updated collection of chunky vibrant tweeds ideal for suits and jacketing matched with our crepe fabric with its soft touch and dry hand – these fabrics are suitable for suits, jackets and trousers. Crepe cloths have an elegant drape and are flattering to wear as they have a youthful contemporary appearance. The presentation of so many colours gives an opportunity of many sartorial possibilities!



A Capsule Wardrobe®

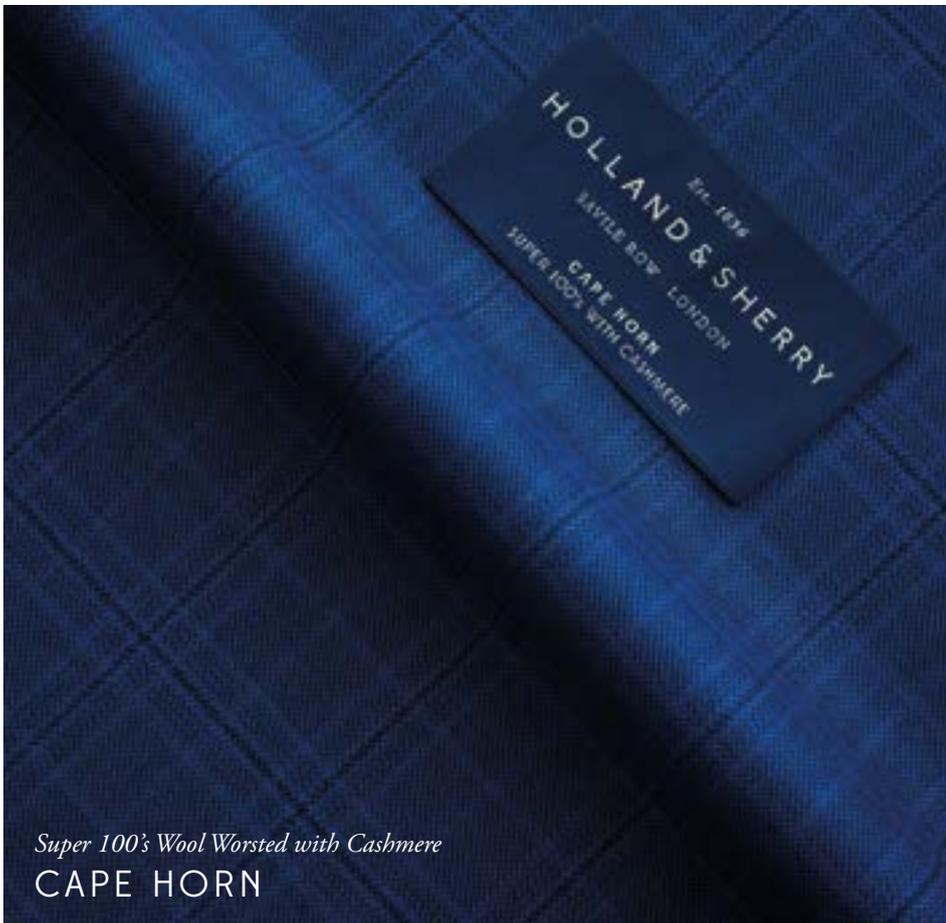
LADIESWEAR COLLECTION



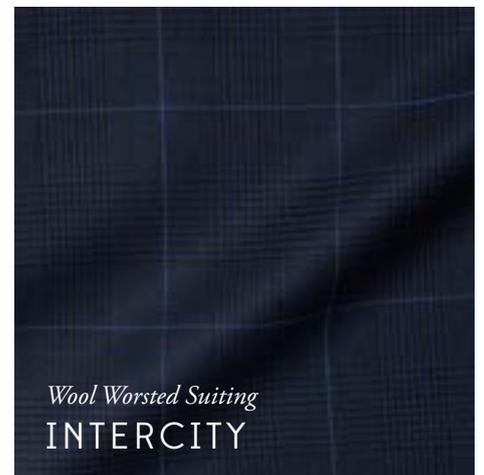
For jacketing we have a new **HS 2116 Oceania**, a now well-renowned Holland & Sherry collection. Each new Oceania presents a novel design presentation that has a contemporary expressive flair to grab the imagination of the more adventurous clientele. This new collection lives up to expectation being fresh but also elegant and sophisticated. The weave constructions and composition of the cloths is also worthy of some detailed mention, there being elastane stretch components as well as stretch seersucker cotton and wool mixes which will surely perform very well. Elements of silk fibre appear in several cloths and the cotton with elastane prominent stripes are definitely going to get noticed.

Autumn/Winter 2021.

In suits, we have the beautifully styled new **HS 2166 Cape Horn**, another customer favourite with its smooth Super 100's merino worsted wool with 1% cashmere finish. It is an excellent performer for autumn and winter travel. There is a wide range of design choices available in attractive checks and stripes as well as a selection of solid shades for suits, blazers and trousers. These cloths are essential for elegant and dignified tailoring offering complete reliability.



Then comes our new edition of **HS 2160 InterCity**. This is a little bit heavier than Cape Horn and it holds up well for those who are hard on their clothes and travel extensively. It is the perfect winter suit for travel in colder climates and the styling of the collection includes many classics, suitable for wearing in the leading cities around the world, as well as some attractive new colours in the decoration yarns of the designs bringing forth a more expressive sartorial demeanor.



For evening formalwear and for more adventuresome day attire for men and for women, **HS 2197B Masquerade** is a truly fabulous collection of the unusual in good taste. Rare and refined textiles, from the bright cream, through black, navy and royal blue patterns to the deep rich dark maroons, there is a wide range of truly exotic and expressive fabrics for tuxedos, suits, jackets, vests and dresses. Whomever wears these cloths will certainly look fabulous on festive occasions!

For jacketing we have the luxurious and elegant **HS 2190 SherryAlpaca** woven from 50% wool, 30% exotic alpaca and 20% lustrous silk. Presented as check designs as well as in small neat patterns that make the cloth so suitable for work and for more relaxed occasions. The introduction of burnt orange, deep rich reds and some subtle greens as well as the always favoured blues, bring a wide selection of youthfully distinguished choices. Now feel the cloth – what a joy it is to wear!

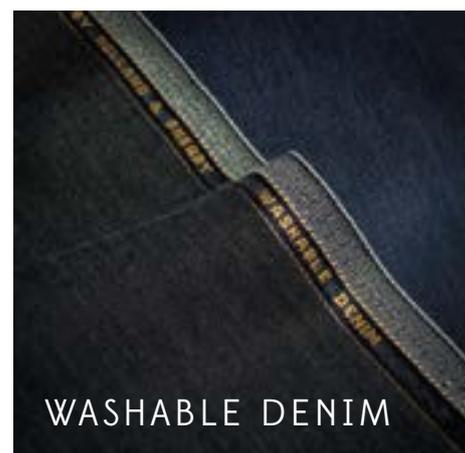


Luxury Wool with Alpaca and Silk Jacketing
SHERRYALPACA

The versatile **HS 2188 Sherry Tweed** jacketing collection consists mostly of elegant rustic checks; all are woollen spun cloths of merino lambswool from New Zealand, with the cloth being meticulously woven and finished in the United Kingdom. The merino lambswool, the first shearing, is soft but strong. Its natural characteristic is to have a more relaxed rustic appearance than is typical of harder finished tweed cloths and this particular aspect is so much a part of its endearing beauty.

This collection also offers some more traditional designs and patterns, particularly Russian Twills and Herringbones. They make up beautifully as a traditional tweed jacket that will be timeless and will never go out of style. All these Sherry Tweed cloths can be perfectly coordinated with our flannels as well as our Royal Mile Plains and the Serge cloths with an abundance of colours to have several pairs of trousers for each jacket.

Lastly, Sherry Tweed offers a selection of classic Donegals. Donegals are known for their “flecked or speckled” appearance. This is because varying yarn colours are combined, creating a beautiful effect, a deliberate irregular effect, of uneven slub yarns that contrast with the main ground colour.



Our new **HS 2115 Washable Denim** cloths have been carefully curated to offer excellent appearance and comfort with the added convenience of easy care, complete with an abundance of colour options. The qualities in this new collection include an all-wool, a wool/cotton blend and a wool/cotton/Lycra® blend. The added Lycra® gives more suppleness in wear, extreme comfort and some extra crease resistance. Weave construction of our denims are a 3/1 twill whereby a white weft thread passes under three coloured warp threads and over one, producing a steep contrasting twill line. The history of denim is particularly compelling with its roots in the city of Nîmes in France and the unique properties of indigo dye that originally popularised the remarkable denim cloth.

For more information
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