

The cutting edge

It's Manchester's answer to Savile Row; sharp and to the point bespoke tailoring

There was

a time when the reputation for sartorial elegance was the chief preserve of London's Savile Row – but not anymore.

Manchester's Nicholas Jones Bespoke Tailors is a cutting edge contender that looks set to tower above the tape measures of its rivals. The benefits of bespoke tailoring have recently been well documented in monthly men's magazines – a perfect fit that ensures a great long lasting look. Now, many Mancunians are following suit, so to speak, and ditching their parka and jeans for a sharper appearance.

The company was the brainchild of Nicholas Jones, an ex-surveyor who began business as a tailor 10 years ago as a travelling service, boasting a significant clientele across the pond among the corporate elite in New

celebrities to professionals, but what they all share is a passion for Nicholas Jones' quality and attention to detail. The company has also received its fair share of coverage in a range of men's monthlies, including *GQ* and *Arena*, which dubbed them as "Manchester's most Savile Row-esque Tailor".

Clients can choose from an impressive selection of high-end fabrics, from the finest cashmeres, linen and silks to create a unique suit, coat or shirt. The shops also boasts fabric interwoven with 24-carat gold pinstripe or diamond chips for those who really want to make a strong style statement.

The company also continues to specialise in personal visits to your office or home which is particularly useful for today's money rich time poor executives.

Sartorial chic doesn't come cheap, with

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York and other North American cities.

The business then moved direction to concentrate on building a strong UK client base and in 2003 Nicholas set up shop in Manchester city centre. The firm has gone from strength to strength and, with the help of fellow director Nick Hartshorne-Evans, the company has established a strong client base in the north west. Clients range from

prices starting from £750 for the personal tailoring service and £1,300 for bespoke. However, when you consider you could shell out a similar amount of cash for an off-the-peg suit by the likes of Gucci or Prada, the prices are extremely reasonable for a product that fits you like a glove and will last for years – not just a few seasons. So think investment dressing! ■

Clients can choose from a range of top quality fabrics to create that unique look



The essential collection

Your guide to the timeless wardrobe

Undoubtedly this will depend on your job and the type of social calendar you have, but in essence, according to the guys at Nicholas Jones, the essential items for any stylish man's wardrobe are:

● **An overcoat**

A cashmere or wool classic overcoat offering protection against the elements.

● **Evening wear**

Classically styled ensemble, whether traditional or perhaps mandarin, is invaluable for those occasions where black tie is the dress code.

● **Suits**

For business men and women who wear suits all day, the guys at Nicholas Jones suggest at least five formal suits which will help to prolong their life. Also have them in different materials to suit the climate and the business occasion. For those who don't have a need to wear suits every day then typically a formal dark suit is essential.

● **Jackets**

A casual jacket is useful to smarten up any trouser and shirt combination – cashmere and wools for winter and linens for summer are classic choices.

● **Trousers**

A selection of trousers in a variety of materials ensures that you look good whatever the event.

● **Shirts**

According to the team at Nicholas Jones "one can never have too many!" From the crisp white shirt with a dark suit for business, classic wing shirts for evening, through to brightly coloured casual ones and the options in between, including high fashion. The shirt is great way to demonstrate style, flair and fashion sense.

For further information visit www.nicholasjonesbespoke.co.uk or phone 0161 834 4992