

House Of Nutter: The Rebel Tailor Of Savile Row

In the hallowed halls of Savile Row, the birthplace of bespoke tailoring, Tommy Nutter emerged as a rebellious iconoclast, challenging conventions and revolutionizing the world of men's fashion. His daring designs and unconventional approach transformed the staid image of the British tailoring establishment, earning him the moniker "The Rebel Tailor."

Early Life and Apprenticeship

Born in London's East End in 1943, Tommy Nutter's humble beginnings were far removed from the elite world of Savile Row. At the age of 15, he embarked on a traditional apprenticeship with renowned tailor Edward Sexton. It was during this apprenticeship that Nutter honed his technical skills and developed an inquisitive mind, always seeking ways to push boundaries.

The Birth of Nutters of Savile Row

In 1969, Nutter founded his own tailoring house, Nutters of Savile Row, at 44 Savile Row. The shop became a magnet for young and rebellious clients who yearned for a more vibrant and expressive style. Nutter's designs were a departure from the traditional Savile Row aesthetic, featuring vibrant colors, bold patterns, and a slim, fitted silhouette.

House of Nutter: The Rebel Tailor of Savile Row

by Lance Richardson

★★★★☆ 4.6 out of 5

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Enhanced typesetting	: Enabled
X-Ray	: Enabled
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A New Era of Bespoke Tailoring

Nutter's clientele included rock stars, actors, and socialites who sought his unconventional tailoring. He famously designed the flamboyant suits for the members of The Beatles, including their iconic Sgt. Pepper's Lonely Hearts Club Band uniforms. His tailored garments also adorned the likes of Mick Jagger, Keith Richards, and Elton John.

Nutter's designs were not only stylish but also comfortable and practical. He introduced a relaxed, unstructured style that allowed for greater freedom of movement, a stark contrast to the rigid suits of the past. His use of colorful fabrics and playful patterns challenged the traditional notion that bespoke suits were meant to be sombre and conservative.

The Rise of the Peacock Revolution

Nutter's influence extended beyond his own clientele. He became a symbol of the Peacock Revolution, a movement in the 1960s that celebrated individuality and flamboyant expression in fashion. His designs encouraged men to embrace color and experiment with their wardrobe.

Nutter's tailored suits became a statement of personal style and a way to break free from societal norms. They represented a departure from the gray flannel suit that had defined corporate attire for decades. His influence on men's fashion can still be seen today, with contemporary designers continuing to draw inspiration from his fearless approach.

Challenges and Controversies

Nutter's innovative designs were not without their detractors. The Savile Row establishment regarded him as an outsider and an upstart. His unconventional techniques and use of non-traditional fabrics drew criticism from some of his contemporaries. However, Nutter remained steadfast in his belief that bespoke tailoring should adapt to the changing times and cater to the evolving needs of his clientele.

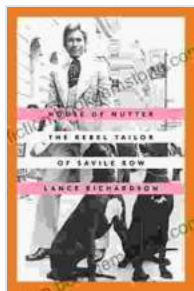
Despite the challenges, Nutter's reputation grew, and he became an icon of British fashion. He was featured on the cover of Time magazine in 1968 and received numerous awards for his contributions to the industry. His innovative designs and daring approach earned him the respect of even his harshest critics.

A Legacy of Innovation and Style

Tommy Nutter's influence on the world of fashion is immeasurable. His designs liberated bespoke tailoring from its traditional confines, paving the way for a more expressive and personalized style. He challenged conventions and encouraged men to embrace their individuality through their clothing.

Nutter's legacy lives on through the continued success of Nutters of Savile Row, which remains a bastion of bespoke tailoring in the heart of London.

His designs continue to inspire contemporary fashion designers and style enthusiasts alike. Tommy Nutter, The Rebel Tailor of Savile Row, left an indelible mark on the world of men's fashion, forever changing the way men dress and express themselves.



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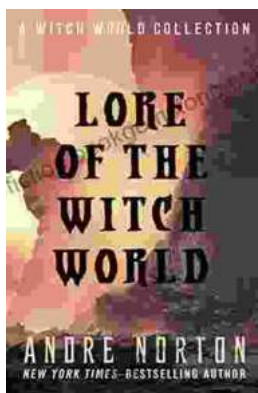
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