

HAWKES

essentials

Not just a fashion brand, more a political statement, Hawkes Essentials is a unique British company that plans to change the world of menswear. Now fourteen years old, it appeals to a sharp new clientele with attitude – chiefly from new industries like the media, IT and music – the so-called 'black-collar workers'. They are beyond high-street labels but not attracted big international names.

Hawkes clothes are wearable, individual and uncompromising in the pursuit of quality. Stocking coats, casual wear, shirts, belts and accessories in sizes up to 50". Fabrics are sourced from the finest Italian mills, with super 100s and 120s, fine two ply cottons and great attention paid to handle, colour and drape. Shoes are from Jefferey-West, purveyors of seamlessly stylish and meticulously crafted Northampton-produced footwear.

The distinct, unshowy style targets excellence with a quirky originality. For example, Hawkes' Without Prejudice shirt yokes are split on the bias (stripes align correctly) with an embroidered gusset feature at the hem and adjustable double cuffs as well as the conventional single style. On their shirts, coats and jackets, the last button-hole on sleeves and working cuffs is sewn in signature purple and there is contrast lining for cuffs and collar.

Also stocked are Bruno Saint Hilaire, Gibson and Remus Uomo, all three of which have been nominated for Menswear Brand of the Year in The Drapers Awards. Further proof, if any were needed, of Hawkes' place at the cutting edge of fashion in Wales.

Stockists of: Arma, Boateng, Bruno Saint Hilaire, Camel Active, Einhorn, Gibson, Grenson, Jefferey-West, Matinique, Milena, Remus Uomo, R.M. Williams, Roy Robson, Stones, Trapper, Van Kollem and Without Prejudice

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