

# UK STYLE

## GREAT BRITISH DESIGNS

dunhill

THE HISTORY OF Alfred Dunhill, from its inception at the hands of a young entrepreneur and inventor in the late 19th Century, to its global position today

as one of the world's finest luxury goods companies, is unequivocal. Taking over the family saddlery business on the Euston Road in 1893 at the age of 21, Alfred's stewardship coincided with the dawn of the motorcar.

At the beginning of the twentieth century, motorcars arrived from the manufacturer with a chassis and body, but without the accessories that are now taken for granted. As a good businessman, Alfred seized this opportunity and converted the family business from a saddlery to offering motor accessories. 'Dunhills Motorities', as the shop was now known, provided 'everything but the motor' – from heavy



leather driving coats and helmets to goggles, car horns, dash board clocks and luggage trunks.

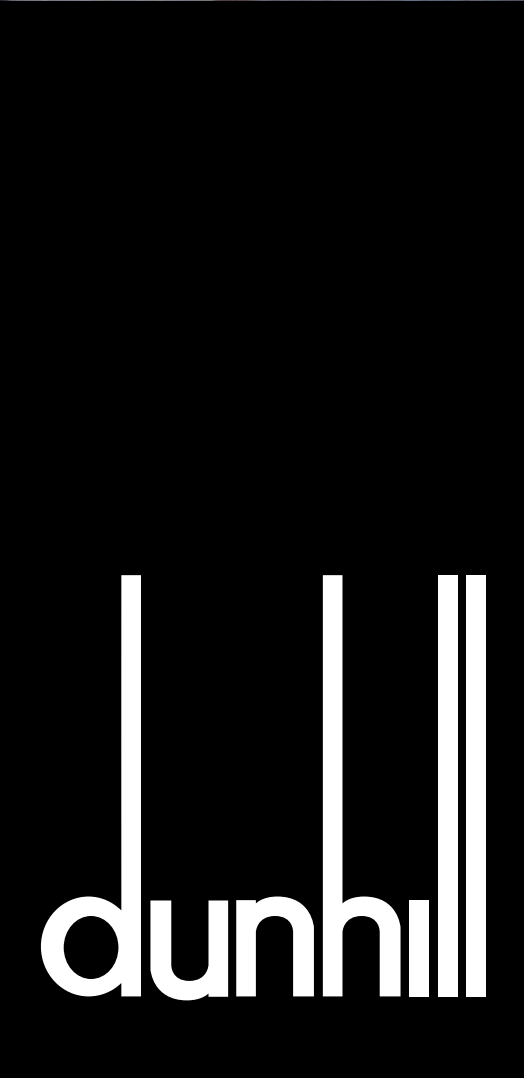
Alfred Dunhill was regarded as an innovator. His first patent was registered for fishing rods in 1895, with other patents filed for such unusual items as a "New or Improved Means for Excluding the Air from Tins, Bottles, and other Receptacles". He is also credited with having invented the articulation of the rear view mirror in 1907. He supplied everything from fishing rods and reels, cricket and golfing gear and even "Avorities"-accessories and outfittings for the "aeroplanist". Such idiosyncratic pieces established the spirited and innovative nature of Alfred Dunhill – a legacy that has spanned over 100 years and still rings true today. The corner stone of the company, then as is now, was providing the exceptional and the surprising for the discerning gentleman.

As the success of 'Dunhill's Motorities' grew and its notoriety amongst the upper echelons of British society escalated, the Twentieth Century saw the business begin its global expansion. The first store on Duke Street (later to become the Jermyn Street store) opened in 1907 and International expansion followed shortly, with the opening of a store on Fifth Avenue in 1921 and the first continental European store in 1924 at 15 Rue de la Paix in central Paris.

In Hong Kong, the first Asia Pacific store was opened in Prince's Building in 1966 and the first Japanese store in Tokyo in 1969. By the late 1970s dunhill was offering a range of over 3,500 luxury products and men's clothing in more than 20 stores around the world - a success that continued unimpeded as the twenty first century came to a close.

In March 2008, dunhill embarked on a partnership that will realign the company's product and designs with the 21st Century customer – making it more relevant to today's man, whilst never losing sight of its quintessential British character and original pioneering spirit.







PINK

THOMAS PINK  
JERMYN STREET LONDON





## PINK

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THOMAS PINK, the internationally renowned British luxury shirt-maker, has opened its first boutique in Hong Kong, located in Pacific Place.

Rooted in the 18th century heritage of London's Jermyn Street, Thomas Pink specializes in the design and production of quality shirts and associated accessories for men and women. The Hong Kong boutique offers a wide range of luxury shirts in modern designs and quality fabrics, as well as a rich selection of ties and accessories to complement the garments.

President & CEO of Thomas Pink, Mr Jonathan Heilbron, commented, "As the leading international luxury shirt brand we are thrilled to be opening our first store in Hong Kong. Thomas Pink is looking forward to bringing the tradition of British shirt making direct to the people of Hong Kong in our own unique store environment."



