

Brooks Brothers – Regent Street

Established in 1818, Brooks Brothers has an unrivalled history.

Today, Brooks Brothers roots remain in tailoring with business / formalwear and classic, casual daywear with the emphasis firmly on a great silhouette, quality fabric and attention to detail at a competitive price. This season's outstanding pieces include: For Men – the 'Fitzgerald', based on the slim fitting suit that Brooks Brothers made for JFK; For Women – an iconic little black dress in the best Audrey Hepburn tradition. Also for women, not to be missed a beautiful three piece chalk stripe suit.

Brooks Brothers service is second to none and lies at the heart of the company's longevity. Nothing is too much trouble when it comes to customer care, and the stores, at Lion Plaza (menswear only), in the heart of the City, and the new 10,000 sq ft flagship in Regent St, are oases of courtesy where shopping for beautiful clothes is the pleasure that it should be.

The Ivy League look, inspired by Harvard freshmen in the 1950's and created by Brooks Brothers, became a fashion staple for American men and women – crisp, white button-down shirt and navy or beige pressed cotton trousers – and Brooks came to epitomise understated style and became synonymous with good taste.

Brooks Brothers have dressed every U.S. President since Abraham Lincoln, plus a wealth of style icons from Clarke Gable, Fred Astaire and Gianni Agnelli to Greta Garbo, Katherine Hepburn and Marlene Dietrich.

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