

Life on Savile Row Explored In Book To Be Published August 2011

'The Savile Row Cutter' Covers The Career Of Master Cutter Michael Skinner Of Dege & Skinner, Established 1865

London, Monday 11 July 2011: The professional life of one of Savile Row's best-known characters has been captured in a new book published next month titled, 'The Savile Row Cutter'. Now Chairman of Dege & Skinner and a Master Cutter, Michael Skinner's career started in 1952 when he joined the family firm as an 18 year old and he has since trained a great number of the bespoke tailors currently plying their trade on the Row.

Told through his craft and written 'in conversation' with Michael by author Hormazd Narielwalla, the book provides a fascinating insight into the life and work of a Master Tailor who has been at the forefront of bespoke tailoring for more than 50 years.

Dressing Royalty and some of the most distinguished and stylish gentlemen around the world, the book features anecdotes and photographs collected during the firm's long and illustrious history; the launch into the Japanese market and award of a design contract to Ohga Co. Ltd, tales of actress Joanna Lumley and her beloved Dege 'knickers', Captain Mark Phillips at his wedding to Princess Anne in 1973, 1960's band The Kinks and 2010's Ryder Cup European Captain Colin Montgomerie, seen putting across the beautiful wooden floor of the shop in 2000. In fact, Michael may be the only Master Cutter in the world to have designed uniforms for a camel pipe band, although he does comment, "they were not the easiest things to measure, alternating between spitting and kicking"!

The book also features by special permission, a reprint of the double portrait of Prince William and Prince Harry by Nicky Philipps, which was unveiled last year and currently hangs in the National Portrait Gallery in London. In that portrait both Princes are wearing the No.1 Dress Uniform of the Household Cavalry (Blues & Royals), created for them by Dege & Skinner.

'The Savile Row Cutter' is published in August by Bene Factum Publishing, an independent British non-fiction publisher and is available to buy from www.bene-factum.co.uk, Amazon and a number of other outlets for the cover price of £25.00. The author, Hormazd Narielwalla is the first recipient of the highly sought after International Rector Scholarship from the University of Arts, London and currently studying for a PhD at the London College of Fashion.

About Dege & Skinner: One of the most distinguished tailoring houses on London's famous Savile Row, Dege & Skinner was established in 1865 and is known for its expertise in military, as well as civilian clothing. Holder of three Royal Warrants, it remains a family-run business. Current President Mr William Skinner is the fifth generation of his family to work in the tailoring trade.

For further information about Dege & Skinner and/or 'The Savile Row Cutter', please contact: Cass Stainton via this email or +44 (0)7798 554520
www.dege-skinner.co.uk

To purchase the book online, please visit: www.bene-factum.co.uk