

New British label is bringing clothing manufacturing back to the UK

Submitted by: Drake and Hutch

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A new British label is looking to bring clothing manufacturing back to the UK one foot at a time. Drake & Hutch was launched by former buyer Pete McGuinness from Lancashire.

The label creates everyday clothing essentials for women and men, designed in the heart of the countryside supporting British manufacturing.

The companies new line of colourful socks are made in England and there are already plans for a future range of made in Scotland hats, gloves and scarves.

Pete explains “I loved working in the industry buying and developing for high-street labels, but I was always disappointed that despite an incredible textile history in the UK, so little clothing was made here.”

In the early 1900s UK textile production was in full swing. At one point an estimated 80% of the worlds cotton had passed through Manchester, known at the time as Cottonopolis. By the 1950s production was in rapid decline. In the 1970s the little manufacturing that was still based in the UK moved off-shore, mainly to China.

Pete goes onto say “Most of our suppliers are small family owned 3rd or 4th generation businesses. We work closely with them using our design capabilities and their expertise to create high quality wardrobe staples that are made to last, providing a little bit of affordable luxury you can enjoy everyday.

“Having regular contact with our suppliers means we know the clothing is being made ethically with fair wages supporting local communities.”

“instead of planning by season and predicting customer needs 12 months in advance like most labels, we listen to our customers and constantly develop the range based on their feedback. This keeps it exciting for us as we are always looking at ways to evolve while our customers feel more like partners”

Drake & Hutch have launched a Crowd Funding campaign to support their British made socks via indiegogo.com, an online platform for funding creative projects <http://www.drakeandhutch.com/socks/>.

The future certainly looks bright for this forward thinking British label. Why not check out the campaign online now and support British manufacturing. As an extra incentive, the first 500 pairs of socks ordered will be delivered in time for Christmas making them the perfect gift!

PRESS PACK

Press Pack and images:Drake and HutchPress Pack

(<https://www.dropbox.com/sh/gjvx2c122xev8b8/AAA-RF-hP-JyMoGhYuljmc6za?dl=0>)

Link to Indiegogo CrowdFunding page:

Crowdfunding On Indiegogo (<http://www.drakeandhutch.com/socks/>)

CONTACT DETAILS

Peter McGuinness CEO and Designer
email: peter@drakeandhutch.com
Telephone: 07850 503878
Web: www.drakeandhutch.com

ABOUT PETER MCGUINNESS

After graduating from Newcastle University Pete made the decision to move to London and study Buying and Merchandising, working part time in a gentlemen's tailors.

Upon graduating for a 2nd time (much to the relief of his parents!) Pete took up a buying role with Jermyn Street tailor Charles Tyrwhitt. He joined during a period of unprecedented growth in the company and through a mixture of hard work and the ability to learn quickly he progressed into a product development role, teaching himself the required skills involved in fine tailoring.

Working for a British company in an industry with so much heritage Pete developed a keen interest in the history of clothing production in the UK. Many of the stores he walked past on his way to work in London had been dressing men across the world for hundreds of years.

During his time as a buyer Pete began to see the few UK manufactures still operating either close down, or become financially unfeasible in the global market. Many of these businesses had been operating for hundreds of years with generations of expertise being lost.

Pete has set up Drake & Hutch to help support these businesses and local jobs and promote British manufacturing across the world in the form of affordable everyday essentials.

ABOUT DRAKE & HUTCH

THE LABEL - Drake & Hutch is an artisan label that seeks out the finest raw materials for use in our handmade menswear essentials. With a design background in British tailoring we embrace the core values of fit, form and function to create luxury clothing for the modern gentleman.

THE CLOTHING - Designed in England at our Manchester studio in collaboration with Jermyn St. tailors and handmade in Europe. Collectively our supply chain possess' over 100 years experience in luxury clothing development. Every supplier we work with operates with integrity and shares our belief in creating clothing of unrivalled character and quality drawing upon generations of expertise.