



Archer Electrical

CASE STUDY/RETAIL/ 059 AUG 2015

CLIENT: HUNTSMAN  
 LOCATION: Saville Row  
 DESCRIPTION: Full Electrical Installation  
 DATE: August 2015

We add to our portfolio of electrical works on Saville Row, leading tailoring house Huntsman.

At the heart of Huntsman’s rebirth is the modernisation of its flagship store at 11 Savile Row. The front of the shop remains the gentleman's club it has always been and at the back is a sort of den, with tweed-covered walls and a tweed-covered billiard table, which can be transformed into a dining table.

Gregory Peck was Huntsman's most devoted fan, placing some 160 orders. No. 11 made many of Peck's on-screen clothes, from the costume he wore in The Million Pound Note to the tweed overcoat that is the real star of The Omen. Clark Gable also became a customer after having Huntsman make his costume for the big-game-hunter movie Mogambo.

Huntsman was the inspiration for the action movie Kingsman ‘The Secret Service’ starring Colin Firth. where this tailor shop at 11 Savile Row acted as a smoke screen to hide a secret society of spies, the Kingsmen. In celebration of Huntsman’s film cameo works got under way to close the gap between reality and fiction ensuring that anyone trying on a garment feels like a Kingsman themselves! In the new club area at the rear of the shop we installed spotlights setting moods for customers either choosing cloth or being entertained. Our brief was to create lighting with a ‘club type feel’ which will be used by VIP guests to be serviced. The lighting was set that is was not as bright as the store, in keeping with the club feel, but would allow to increase the intensity of the light, should the customer want to look at fabrics in more detail, or play pool!



**HUNTSMAN**  
SAVILLE ROW, LONDON