



The Perfect Gentleman: The Pursuit of Timeless Elegance and Style in London

By James Sherwood

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For the man who has everything, and for the luxury industry trying to seduce him: a rich insight into what makes a product endure and bring pleasure to all who possess it

In an age of globalization with fashion trends that change by the day, the quality and workmanship of the great British luxury brands endure and flourish like never before. Valued for their craftsmanship, superlative quality, exclusivity, and the status they confer on their owners, these “heritage houses” have been synonymous with the finest production for hundreds of years. This lavish publication celebrates the gentleman’s search for the perfect sartorial detail or the ideal accessory. It features six historical chapters, from the Regency period to the present, each of which presents classic British marques, including shoemakers, jewelers, shirt and tie makers, cloth makers, perfumers, hatters, and vintners. The final chapter showcases the new generation of designer-artisans who are redefining notions of quality and handwork in the era of globalization and digital technologies. A reference section presents the London gentleman’s social world, from the shopping arcade (Burlington) to hotels (The Savoy) and the member’s clubs and antiquarians in between. 350 color photographs

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Editorial Review

Review

“Well-organized social history, filled with anecdotes describing what defines a gentleman. . . . Elegant and lavish, and has both substance and style.” (Choice)

“[A] glimpse into a totally different world that’s still there, but maybe not as appreciated as it once was.” (Vol. 1 Brooklyn)

“An elegant coffee table book. . . . [It’s] not so snobbish as to dismiss the new wave and the author is savvy enough to know that the more things change, the more they stay the same. The pursuit of exquisite luxury never changes.” (The Austin Chronicle)

“[A] lavish publication.” (San Antonio Express-News)

About the Author

James Sherwood is editor-at-large of *The Rake* and a regular contributor to *The World of Interiors* and the *Daily Telegraph*. He is also the author of *Fashion at Royal Ascot* and *The Perfect Gentleman*.

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