

# GIEVES & HAWKES

No.1 SAVILE ROW LONDON

For immediate release

## **SIMON SPURR NAMED CREATIVE DIRECTOR AT GIEVES & HAWKES**

**Hong Kong 13 October 2015.** Gieves & Hawkes, the British sartorial brand of Trinity Limited (SEHK: 891), a leading retailer and owner of high-end menswear brands in Greater China and Europe, has announced the appointment of Simon Spurr as Creative Director.

Simon was previously Creative Director of Trinity's Kent & Curwen, where he reinvigorated and geared the brand towards a younger, contemporary man, while preserving its aristocratic roots in British sport. A global search has been announced for his successor.

Trinity Limited's Chief Executive Officer, Richard Cohen said the move is part of a broader plan developed over the past year to realign Trinity's three leading brands. Richard said, "Simon made an immediate and lasting impact on our Kent & Curwen brand with his showing at London Men's Fashion week Fall/Winter 2014. I look forward to him reprising this achievement with Gieves & Hawkes. Simon's appointment presents a significant opportunity to cement Gieves & Hawkes' position as the epitome of modern British tailoring."

Simon Spurr said, "As a designer of English menswear with a strong appreciation of military styling, I've been looking forward to making the move over to this historical British military outfitters for some time. Gieves & Hawkes is unsurpassed in its tailoring heritage and I'm excited to helm this historical English sartorial brand and drive its continued growth worldwide."

Before joining Kent & Curwen, Simon was the Creative Director of his eponymous label. Prior to that, he was the Design Director for Ralph Lauren Purple Label and Black Label and has also worked at Calvin Klein and Yves Saint Laurent.

Gieves & Hawkes was founded in London in 1771, making it one of Great Britain's oldest bespoke tailors. The first to establish itself on legendary Savile Row, Gieves & Hawkes now has 102 stores worldwide and is stocked by leading retailers globally. It also holds three Royal Warrants of Appointment to HM The Queen, HRH The Duke of Edinburgh, and HRH The Prince of Wales. The Royal Warrants are awarded only to brands that supply the British Royal Family and have been granted to Gieves & Hawkes from the award's inception in 1809.

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### **About Trinity Limited**

Trinity Limited, a publicly-listed company on the Stock Exchange of Hong Kong and a member of the privately-held Fung Group, is one of the leading retailers of high-end menswear brands serving Greater China and Europe, as well as licensing its fully owned brands globally. The Group manages four international menswear brands, namely Cerruti 1881, Kent & Curwen and Gieves & Hawkes, which are self-owned, and D'URBAN which is operated under a long-term licence in Greater China.