Browns adds restoration service, plus personalised tailoring and jewellery

By Sandra Halliday - 30 June 2021

Browns is diving deep into more sustainable practices this summer with a raft of initiatives including a link-up with The Restory, plus Made To Order jewellery and Made To Measure tailoring in partnership with Ermenegildo Zegna.

The Restory link-up sees it partnering with the major luxury goods aftercare specialist from June 30. Described as “a natural step forward for us”, the deal is designed to help “customers invest in the pieces they most covet, and then cherish them for a lifetime, through trusted aftercare methods and techniques”. The company said that “we can play our part in extending the lifecycle of garments and materials, in turn reducing waste and championing a more circular fashion system”.

Customers can book a collection for items that need care directly from the Browns website. The Restory will then securely arrange transportation of these pieces, a service that will be available worldwide, to their London-based atelier, where in-house artisans and leather specialists will assess and share a quote for the recommended services. Once approved, the team of specialist artisans will begin the restoration process, “breathing new life into designer shoes and accessories”.

Browns/The Restory
And of course, such a product care move (and the jewellery and clothing personalisation partnerships also announced today) all ramp up the ultra-luxury element of buying from Browns and emphasise how ‘special’ individual items are. This is something that’s crucial at a time when the luxury customer has so many options to choose from both physically and online.

So what about those personalisation partnerships? Made to Order is also now available at Browns Brook Street and Browns East in Shoreditch with clients able to “customise and create the jewellery of their dreams, tailored to their personal style, with six of our most coveted fine jewellery brands”.

From this week, its fine jewellery specialists are on hand at both London boutiques, hosting private appointments and aiming “to unearth [customers’] craving for a piece beyond our seasonal curation. The final result will be a distinctive heirloom”.

Taking part are labels Foundrae, Marla Aaron, Kimai, Suzanne Kalan, Lizzie Mandler and Yvonne Leon.

The specialists “lead the customer through a hand-held journey with the intention of creating a piece from our selected brand partners”. They have the option to adjust sizes, metals, colours, precious stones, and add charms and pendants.

And the new Made To Measure service sees it working with Zegna “to encourage customers to rethink their approach to how they buy, specifically tailoring”. Browns said the Zegna suits sold as part of this deal “are tailored to them with less material wasted in the production process as well as being made locally, by hand. The outcome aims to create a forever piece for your wardrobe and is a great step in reducing over-consumption”.
Customers can book a one-to-one meeting with a style advisor. The fabric, the style, and finishing touches would be decided during this private appointment. Delivery will be a few weeks later.

Head of Menswear, Dean Cook said: “With Browns Brook Street being a beacon on personalisation and experience, this is the right time to create a wholly different men’s moment to complement our incredible new men’s floor. The partnership with Zegna is a celebration of the finest craftsmanship and fabrications all while being inclusive and sustainable.”

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