

New look at Thomas Pink

Luxury Club members learned how CEO **Christopher Zanardi-Landi** is bringing the iconic British shirt brand back to its former glory

Luxury Club members were treated to an exclusive tour of Thomas Pink's new atelier in South London, offering bespoke shirts for men and women. The guided tour and presentation was led by CEO **Christopher Zanardi-Landi**, accompanied by **Tom Meggle**, chair of the Chamber's Luxury Club.

Once a ubiquitous discount high-street shirt brand, Zanardi-Landi explained how he and his team are rebranding the shirt-maker as more upmarket – where the days of 'four shirts for £100' are being replaced by finer quality and a higher price point.

Founded in 1987, the brand was said to be named after 18th-century London tailor Thomas Pink – though research by Zanardi-Landi's team was not able to verify the claim. Its first shop in Chelsea became a fashion hotspot, with early clients including Hugh Grant, John F Kennedy Jr. and Elle Macpherson.

LVMH purchased 70 percent of the company for roughly £41.6m in 1999 and, after the rapidly expanding brand was caught up in a period of competitive discounting, it is now being brought into alignment with the luxury associations of the business. According to Zanardi-Landi the re-brand is top to bottom: the logo, stores, packaging, labelling and brand imagery have all been overhauled.

The tour included the bespoke shirt-making assembly line, a series of sewing machines, where skilled seamstresses were



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each responsible for one intricate part of a shirt's assembly. The final quality-check is conducted in the manner of traditional tailoring, by pinning the shirt up under two spoons for inspection.

The light and modern space is a world away from the picture one might have of an apparel workshop. Zanardi-Landi spoke proudly about the company's commitment to reward skilled labour, and is one of few in the trade who offer full-time contracts to their floor staff, rather than the typical zero hours contract.

Zanardi-Landi took on Pink in 2017, after stints for LVMH brands in Paris, Rome and Asia. It was the challenge that he was hungry to take on – the revitalisation of a once iconic British fashion brand, from the ground up.

He anticipates that the brand will lose a proportion of its traditional customer-base, but is confident that some will stay with them, even at the higher price point. He also anticipates that the brand will appeal to new consumers from an untapped market of younger, fashion and quality-conscious consumers in the dress shirt

space. Their offering is split between business smart, business casual and evening wear. It retains its distinct British sensibility, while acknowledging the changes in the way men and women dress today. ■

