

# History in the making as Burton launches Heritage Tailoring Range

BURTON

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Press Release Author: [Burton](#)

Industry: [Retail](#)

**Press Release Summary: Burton announces their new Heritage collection, a stylish range of quality contemporary suiting, born out of a passion for traditional tailoring methods**



Press Release Body: **Burton**, the leading UK menswear retailer, has announced their new Heritage collection. This latest range of stylish quality contemporary suiting is born out of the long held Burton passion for traditional tailoring methods. The collection will be featured in selected stores and online throughout the UK this autumn alongside **Burton's** mainline and concession tailoring.

**Burton** has sought to ensure attention to detail is key throughout the [Heritage collection](#).

These latest [mens jackets](#) feature a half canvas construction which forms to the body to give the wearer more comfort. The fabric selections reflect a strong attention to detail with the use

of traditional Prince of Wales check and pin stripes inspired by the Burton [mens clothing](#) archives.

The fabric selection and labeling of the [mens suits](#) take their inspiration from original 1940s, 50s and 60s **Burton** garments which are then brought up to date with a sharper modern fit. The suits are made from pure merino wool and woven in the British mill first used by **Montague Burton** over 70 years ago and feature intricate detailing such as trouser brace buttons and an embroidered **Burton "B"** on the under collar.

**Montague Burton** once said, "**Good clothes develop a man's sense of self respect**", and the Heritage collection continues his legacy by offering a superior garment at an accessible price.

### **About**

### **Burton**

Burton has a long history in mens clothing and fashion having been founded in 1903 by Montague Burton in Chesterfield. Burton now has over 400 outlets all over the UK and Ireland making it one of the country's largest sellers of casual and formal menswear, including men's jeans, shirts, suits, knitwear, shorts, shoes, underwear and accessories.

Customers can also shop online from the [Burton.co.uk](http://www.burton.co.uk) website which offers free returns in-store or by post and fast delivery to their home. The site features a useful size guide to ensure customers can get the correct fit. They can also sign up for the Burton newsletter, which offers all the latest style updates, exclusive discounts and competitions.

Notes to Editors:  
Heritage tailoring is available online and in London, Bluewater, Liverpool, Bristol, Manchester, Leeds, Nottingham, Edinburgh, Chesterfield and Dublin from September 2008.

Suits start at £169 for a two-piece.  
Sizes range from 36S - 48L.  
Please check prices and availability before going to press.

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