

SISTER

Get the look: One Direction's Harry Styles vs. Smart Turnout

British brand Smart Turnout are launching a 'pop up' at John Lewis, Oxford Street, London from Tuesday 16 April – Tuesday 30 April 2013. John Lewis invited them to take part in their initiative to support UK brands as Smart Turnout epitomise the hallmarks of British style: tradition, distinction and craftsmanship. The collection combines the colours of some of Britain's historical institutions with pieces crafted to the highest standards from the finest materials.

Celebrity followers of Smart Turnout include One Direction front man Harry Styles who wore the [Boundary Bow Tie](#) to the Nickelodeon Kids' Choice Awards last year.

The Smart Turnout pop-up takes prime position in the ground floor John Lewis menswear section and will be supported by dedicated staff with expert knowledge of the product range and the history behind it.

This collaboration comes just months after Smart Turnout opened its own dedicated store in the Princes Arcade, Piccadilly, London, SW1Y 6DS. Both the store and the John Lewis pop-up feature the refreshingly colourful Smart Turnout spring/summer 2013 collection. Every piece in the collection has a story to tell. The colours, numbers and crests are all significant. No colour combination, stripe thickness or spacing is accidental or meaningless. This is because Smart Turnout's origins lie in the regimental and sporting traditions of the British Army.

In British horse racing each rider wears a unique set of racing colours. These rules were no different for Scots Guards officer Philip Turner, who when racing at Sandown had to find a jumper in the colours of his regiment. Seeking only the finest materials and craftsmen to create his jumper, he made something that caught the eye of his fellow Guardsmen, who all requested one of their own. Recognising the high quality of these, their requests soon turned into further orders, not just for jumpers, but ties, watches, socks and other regimental items.

Fast forward to the present day and Smart Turnout is a global British fashion brand with sales of £1 million. It is stocked in premium menswear outlets around the world, including Bloomingdales & J Press in the USA; Old England in Italy; Galleries Lafayette in Dubai; Beams, Ships, United Arrows & Bay Crews in Japan; and Bean Pole & Aland in Korea. UK stockists include Harrods, Stuarts of London, YMC, Williams & Griffin (as of July 2013) and Stumper & Fielding.

For the pop up, Smart Turnout has handpicked pieces they know John Lewis customers will covet. Key on trend pieces for the SS13 season include the striking Half & Half ties, contrast-pocket t-shirts and a huge range of colourful bow ties. See for yourself in John Lewis Oxford Street, Tuesday 16 April – 30 April 2013.

The Smart Turnout SS13 and AW14 collections are ready now. To request a viewing, images, samples or an interview with Philip Turner, please contact sarah.millar@sisteris.com or nicole.leggett@sisteris.com on 020 7287 9601.

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