

# PORTFOLIO FOR



BY APPOINTMENT TO  
H.R.H. THE DUKE OF EDINBURGH  
JAMES PURDEY & SONS LTD  
GUN MAKERS  
LONDON



BY APPOINTMENT TO  
HER MAJESTY QUEEN ELIZABETH II  
JAMES PURDEY & SONS LTD  
GUN & CARTRIDGE MAKERS  
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BY APPOINTMENT TO  
H.R.H. THE PRINCE OF WALES  
JAMES PURDEY & SONS LTD  
GUN & CARTRIDGE MAKERS  
LONDON

# PURDEY

*Gun & Rifle Makers*

**LONDON 1814**

UPDATED JULY 2022

# Audley House

Two stone dogs sit outside a building in Mayfair. Though they do not wag their tails, they loyally greet every patron who crosses the threshold into the historic store. Generations have been greeted by these two silent companions. This is Audley House, the home of James Purdey & Sons.

Stepping into the Queen Anne-style building is like stepping into a snapshot in time. The walls are richly decorated with our history, intermingled with the newest seasonal collection. Amongst the trophies and memorabilia are essential field accessories, the craftsmanship unmistakably Purdey. Every nook has something to discover and every cranny holds a new story to tell. We invite you to come and experience it for yourself.

## The History of Audley House

When James Purdey the Younger took over the mantle, he knew that the business needed a new home that could accommodate its growth. He envisioned a space that housed not only the showroom for the clientele but a workshop as well. The space would have to accommodate the many different fragments of the business, but without the customers feeling as though they were walking into a factory.

William Lambert designed Audley House and B.E Nightingale completed the building. On 1 January 1883, 57-58 South Audley Street became home to Purdey. The result was a complete experience where customers could explore the showroom, important visitors could convene in the Long Room while the workshop laboured on underneath.

## The Long Room

James Purdey the Younger designed the Long Room as his personal office. He was a man who understood that to be successful, every element of a business needs to work cohesively. To be able to monitor the progress of the workshop below, the Long Room had an open well in the centre. This way Purdey the Younger was always close to the heart of the operation.

The needs of the business changed and 1938 saw the closing of the well and installation of a meeting table. Now the Long Room serves as a boardroom and time capsule, immortalising the history of Purdey.

## A Beacon of British history

Displayed on the Long Room's table is a handsome silver cigarette box. It bears an inscription, dated 1940, to Tom and Jim Purdey that thanks them for their hospitality. The brothers were leading the helm of the business during the turbulent time of WWII, and doing what was necessary to help the war efforts. They opened the Purdey homestead as a headquarters for military meetings and earned the Long Room a place in history. It was in this room General Eisenhower and the Invasion Committee discussed the initial planning of D-Day and the eventual liberation of Europe.

It wasn't just within its walls that Audley House has a place in history. The marble pillars that stand at the front door may look worn to those who don't know the history of Audley House. But those aren't marks of neglect, they're battle scars. The building survived a WWII air raid as well as an IRA bomb in 1975 that blew out every glass pane on the east-facing side. While the exterior has been restored and resplendent, Audley House has never lost its original Victorian charm.

## **Visit Audley House**

Audley House is ready for your arrival. Walking through the doors, you'll be greeted by the Purdey heritage – tucked into every corner and proudly displayed on every shelf. Browse through the showroom that stocks the latest men's apparel, ladies' apparel as well as a selection of novelty homeware. Audley House also caters to your unique needs with a selection of in-store services. Design your own leather belt or pair of leather winter boots, find a personalised gift for a loved one or tailor your new smart trousers all within the walls of this historic house.

## **Our History**

Our legacy began in 1814 when James Purdey opened the doors of his eponymous business. With over 200 years behind us, we're proud to build on the foundation of tradition and excellence that he created.

### **The early years**

The story of James Purdey & Sons began when a 14-year-old James Purdey approached his brother-in-law, Thomas Keck Hutchinson, for an apprenticeship. After seven years of learning and refining his craft, James went on to work under other masters in the industry, namely Joseph Monton and then Alexander John Forsyth.

### **Purdey (& Sons)**

In 1814, Purdey opened his first shop on Princes Street (now Gerrard Street) to the public. The training and skills Purdey had learnt during his previous positions served him well. The business quickly gained a reputation in the industry and become well known for its quality products.

James's only son, James the Younger, was the next generation to take over the helm. James prepared his successor for the role by training him in the business's craft and ingraining the Purdey passion for tradition. James the Younger ensured these lessons were passed onto his own sons, James (III) and Athol, when they joined the business in 1877 – creating James Purdey & Sons.

Almost every subsequent generation of Purdey has been involved in the continued success of the business. Today, a seventh-generation Purdey still sits on the board of directors.

## **Purdey clothing and accessories**

The Purdey brand has always looked for innovative ways to bring the best to our customers. In 1974 we were the first London brand in the industry to open an accessory shop. This was to complement our main catalogue of stock. It has since evolved into the luxury collection we produce today.

Nearly forty years later, every garment and accessory we produce embodies the same values set out by James Purdey when he started his company in 1814. The spirit of innovation has always guided us towards new possibilities. More than just clothing and accessories, we now stock unique homeware items, a selection of personalised gifts and jewellery.

## **Our Craftsmanship**

Craftsmanship is not just something you see, it's something you experience. You can smell it in the rich oaky smell aroma of our oak tanned leather. You can feel it in the effortless way a Purdey coat slides over your shoulders or the way our walking sticks feel at home in your hand.

It's more than just meticulously lining up the patterns of the tweed and cutting with masterful consideration, craftsmanship lies in the little details. It's the rubber-coated buttons on our outerwear. It's the hand warming pockets that make all the difference in winter. It's the design that takes your performance into consideration – like putting extra padding on the shoulders. With us, craftsmanship starts with the wearer and with over 200 years in the business, we're quite confident in what we do.

### **Luxury fieldwear**

We know when the drizzle is relentless, you don't just want a wax jacket. You want a reliable garment that doesn't bend to the will of the weather. You want something that will last you, through every season of rain and sunshine. From our tweeds to our boots, every item carries the Purdey prestige. When you invest in a Purdey garment or accessory, you're not just purchasing luxury countrywear – you're celebrating centuries of British craftsmanship.

### **Deliberate details**

Every element of a field coat, polo shirt or tweed hat are not simply sewn together but crafted with precision and consideration. We go to great lengths in all we do. The tireless attention to detail is done so that every garment, down to the laces and rubber-coated buttons, upholds the Purdey name.

### **Tweeds**

We treat the tweed that arrives from our Scottish mill like an old friend. The flocks of Cheviot sheep that graze a few miles from our mill produce strong and durable wool which forms the foundation for our fieldwear.

Before we thread a needle or prepare a loom, we open the archives that hold patterns dating back more than a century. All the designs are unique to Purdey. Each season, our design and development team twist the yarns together to form individual patterns and colours. That's how we continue to honour the old and blend the new.

Recently we found a way to improve our tweed. We have been adding anywhere between 22% to 100% cashmere to our tweed weaves. The result is an extremely soft and comfortable fabric but with the robust wear that Purdey tweed coats are known for.

## Product Pages

### Purdey Wooden Accessories

We believe nature cannot be bettered, that's why it's our inspiration. The wood collection is our ode to the outdoors, highlighting the natural beauty of the wooden textures. Discover premium wooden products here.



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### Men's Outerwear

Discover our collection of signature tweed jackets, trench coats and quilted jackets for men. Crafted from warm, waterproof fabrics, our men's outerwear pieces are wardrobe staples. Designed to transition from the town to the country, Purdey's assortment of men's outerwear includes tweed gilets, suede jackets and knitted waistcoats.



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# Product Pages Cont.

## Women's Knitwear

Indulge yourself in our selection of the finest women's knitwear. Spun in Scotland our variety of jumpers, roll necks, cable knits and cardigans are made of the softest and finest materials including, merino wool, cashmere, and aran in a choice of flattering colours. Add the perfect layer to any outfit with our premium knitwear for women. Shop our luxury range of women's clothing, [outwear](#) and [footwear](#), all available at Purdey.

Filter: Price ▾ Product type ▾ Colour ▾ Size ▾

Sort by: Price, low to high ▾ 11 products



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## Purdey Luggage

Sturdy, stylish, functional and always ready for adventure, our luggage is the perfect travel companion. Discover a range of leather and canvas bags, designed to suit the traveller's unique needs.

Filter: Price ▾ Product type ▾ Colour ▾ Size ▾

Sort by: Price, low to high ▾ 12 products



THE 48HR FULL OAK BARK LEATHER - LONDON TAN  
£2,275.00

SIDE-BY-SIDE WEEKEND BAG - MOSS GREEN  
£5,495.00

GADSBY BACKPACK - NAVY  
£995.00

LAWRENCE HOLDALL - NAVY  
£1,195.00

Sturdy, stylish, functional and always ready for adventure, our luggage is the perfect travel companion. Discover a range of leather and canvas bags, designed to suit the traveller's unique needs.

# Women's Knitwear

With two centuries of perfecting the crafts behind us, the Purdey excellence is unmatched. We have an unwavering dedication to producing premium quality items that remain true to our British provenance.

[Shop Now](#)

## Signature Purdey

Unparalleled craftsmanship and premium materials — that is the Purdey signature. Shop our menswear and womenswear to discover a new standard of excellence.

## Our Summer Sale Is Now Live

Make the most of the warm weather with up to 40% off our classic Purdey styles, knitwear, accessories and more.

# Emails

**PURDEY**  
LONDON 1814

## Please Confirm Your Purdey Marketing Preferences

Thank you for creating a Purdey customer account. If you would like to receive our weekly newsletters and be the first to hear about new product launches, exclusive events and more, click the button below to subscribe.

Subscribe

If you have any questions or if there is anything we can assist with, please do not hesitate to contact customer services at [enquiries@purdey.com](mailto:enquiries@purdey.com)

## Welcome to Purdey [Welcome Series]

**Subject line:** Welcome To Purdey

**Pre-header:** Discover A Passion For British Heritage & Excellence

Early mornings that lead into warm afternoons. The excitement of friends gathering for a day together. Grass under the sole of your boots and blue sky overhead. A leather bag slung over the shoulder of your tweed coat. This is the world of Purdey.

### Established In 1814

When James Purdey opened the doors of what is now known as James Purdey & Sons, he was insistent on doing things 'just right'. Our founder believed in quality without compromise and meticulous craftsmanship. Two centuries later, you'll find that we're still conducting business 'just right'.

**CTA:** Explore Our History

### Inspired By Nature

Rediscover the charm of classic British countrywear. We are inspired by the explorers and the nature-lovers. Made with a fit for purpose foundation, our garments are designed for those who value high-quality countrywear that doesn't sacrifice style or comfort.

**CTA:** Read More

## Emails Cont.

### Explore Our Collections

Discover a wide selection of garments and accessories that can effortlessly take you from the city to the country. Our ranges are inspired by the British country lifestyle, designed to be timeless and completed with careful attention to detail.

**CTA:** Shop Now

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