



INSPIRED BY TRADITION,
TAILORED FOR TODAY.



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Established in Auckland, we started by making shirts for the early pioneers in 1867. Hard work, determination, and our clear-eyed ideals have overcome some of history's greatest obstacles. Today Cambridge is one of the leading men's tailored clothing specialists in New Zealand and Australia. 150 years in business and we're still thriving. Here's our story.



THE Q.C.E. SHIRT.
J. V. BRED A,
SHIRT TAILOR,
 85, & 87, SHORTLAND STREET,
 AUCKLAND.
 BEST QUALITY, COMFORTABLE & ELEGANT SHIRT.
 J. V. B., in introducing his NEW SHIRT, guarantees to supply Customers who may favour him with their commands with an article which will meet in every way a want much required, viz.,
AN EASY AND ELEGANT SHIRT.
 For the convenience of Gentlemen residing in the Country districts, the following dimensions to secure a perfect fit, are suggested—
 Size of Collar worn.
 Measure from centre of shoulder along arm to knuckle of small finger.
 Measure round chest, waist, and wrist.
 State number of plaits, whether for studs or buttons and style of cuff.
 G. T. Chapman, Bookbinder and Stationer, Auckland.

**EARLY DAYS
 1867-1902**

It all started with one shirt and a pioneering vision.

John van Breda opened a shop down by the Auckland waterfront offering made-to-measure shirts of quality, comfort and elegance for the country gentleman. GH Powley liked them so much he bought the business in 1880, renamed it Cambridge Shirt and Clothing Factory and built handsome new premises that are still standing in Victoria St today. He soon joined forces with Joe Macky of Macky Logan's. Together they survived the Long Depression to create a successful business. By 1889, 170 staff were turning out 1200 shirts and 350 suits each week.



Top: Cambridge Clothing Factory circa 1892
 Top left: An advert for John van Breda's Q.C.E. shirt, circa 1867.
 Bottom left: Cutting room, Cambridge Clothing Factory circa mid 1880s.

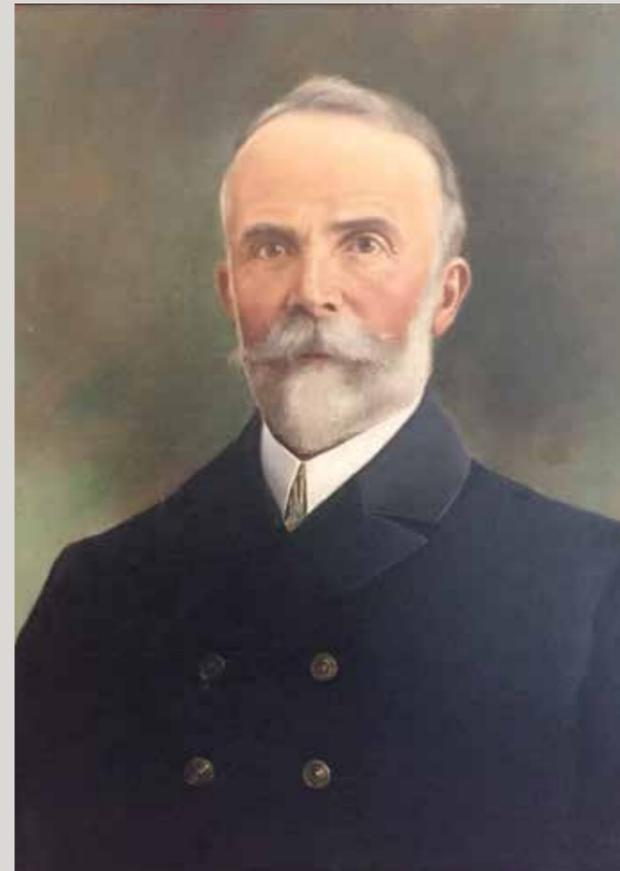


**EXPANSION
 1902-1915**

Macky Logan's bought Cambridge and by 1911 the business employed 600 staff. That year, the three-storey main warehouse was destroyed in a catastrophic fire but was rebuilt on the same site, bigger and better. By 1913, there were three more factories in Auckland with branches in all the main towns.

Joe was by all accounts a special guy. Egalitarian by nature, he was an enlightened boss telling his staff to treat juniors as if they were top management. Tragically in 1915, Joe was travelling to England on the passenger ship Lusitania when it was torpedoed during the war. 3000 people attended his memorial service and in his will Joe left 20,000 pounds (\$3.5 million) to be shared amongst the firm's employees.

A true original and gentleman, Joe Macky leaves a legacy of integrity.



Top: Macky Logan's new 6 storey building in Auckland circa 1913.
 Bottom left: Joe Macky.
 Bottom right: The Lusitania is torpedoed and sunk off the coast of Ireland with Joe Macky onboard.

TURBULENT TIMES 1915-1932

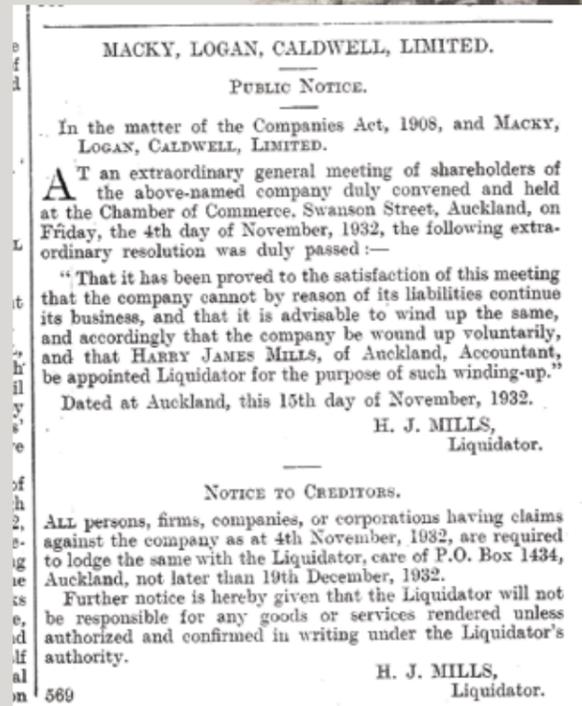
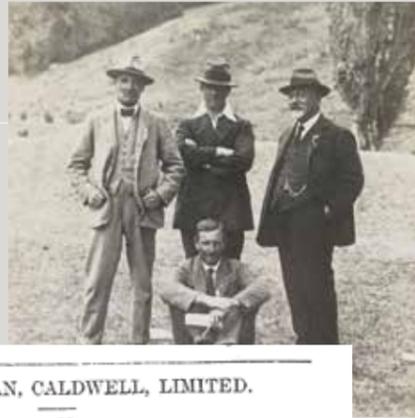
Joe's son Tom Macky took over the business and expansion continued. To control the supply chain, he bought woollen mills in Timaru and Oamaru. But as freight transport improved around the country during the 1920s, the company's business model came under pressure. The Wall St crash of 1929 led to a slump in demand and the effects of the depression took their toll. Then in 1932 the worst happened, Macky Logan's was put into receivership.

With strength and spirit in every stitch, the Mackys won't be knocked down for the count.

STARTING AGAIN 1934-1948

Tom Macky took philanthropy seriously with many altruistic ventures, so when the business failed there was no shortage of help from his peers. In 1934, successful entrepreneur William Goodfellow and Tom pooled resources to buy the Cambridge Clothing division. They were back in business.

This was a time when each worker made a garment from start to finish with experienced hands assisted by highly trained apprentices. The Second World War brought a sharp change of focus for the business with 300,000 uniforms produced for air force, army and navy personnel.



Top right: Tom Macky (standing centre) circa 1920.
Top left: Macky, Logan, Caldwell Limited goes into liquidation 1932.

Backed by decades of expertise, we were setting new benchmarks.

THE HARD WORK PAYS OFF 1948-1981

In 1948, Tom's son Dane Macky took the reins. By then, the era of hand craftsmanship had given way to the machine age when garments were made in stages by different people.

In 1955, the business moved from downtown Auckland to New Lynn in the up and coming inner west. Cambridge was trusted by famous couturiers to make their brands under license. The first to lend his cachet to Cambridge was Hardy Amies, the Queen's dressmaker, who signed on in 1967.

Over the next 25 years, the company made garments under license for brands such as Christian Dior, London Fog, Hart, Schaffner & Marx and Pierre Cardin. The name Hardy Amies also opened doors to export opportunities and new customers, including David Jones, Roger David and Peter Jackson.



Top right: The new Cambridge factory at New Lynn, circa 1955. Bottom right: Inside the New Lynn factory. Top left: Hardy Amies circa 1967. Bottom left: Dane Macky (right) circa 1970s.



Generations of craftsmanship makes our name synonymous with quality.



Tailoring without boundaries, we forge ahead towards new horizons.

TRADITION MEETS TECHNOLOGY 1981-2000

An investment in technology improved pattern making, fabric cutting and garment construction while lead times were shortened and delivery sped up. After trans-Tasman trade restrictions were lifted, Cambridge re-established a relationship with Melbourne-based suit retailer Peter Jackson. Thirty years on, they are still a significant customer.

In 1992 Cambridge formed a relationship with Melbourne-based designer Dom Bagnato which led to a licensing agreement to make and distribute his brand in both countries. And in 1997 we negotiated a distribution agreement with ECCE of France for Kenzo Homme in Australia and New Zealand.

A dramatic increase in business in Australia meant more space was needed. Melbourne staff moved into larger premises in Fitzroy which were refitted to include expanded warehouse space and 200sqm of showrooms.



Top left: Kim Macky and Dom Bagnato circa 1995. Top right: Joe Black retail store.
Bottom right: Cambridge Clothing new HQ in Fitzroy, Melbourne.

SEISMIC SHIFT 2001-2006

By 2003, when competitors were sourcing their clothing from China, it was time to re-assess the Cambridge production model. Starting with a test run in Shanghai, making the China connection a success was a 10-year process. By 2013, local manufacturing was no longer viable and the business was forced to close the factory in New Lynn. After 146 years of continuous manufacturing this was a sad time for all. At the same time, new ties were established with a manufacturer based in Bandung Indonesia which has now become Cambridge's most important maker.

Dedicated to excellence, new ties are formed with the world's best makers.

RETAIL WORLD 2006-TODAY

To thrive in a new era of locally available international brands the business would have to change dramatically. Making the crucial decision to shift into retail, Cambridge took the first step in 2006 when Dom Bagnato was switched from a wholesale brand to retail concessions in six Myer stores. It was successful and new Myer sites were added over the next few years, reaching a total of 17 to date. In addition to Dom Bagnato, the Gibson label was also introduced to Myer with both brands now leaders in their category.

opened and the range is now sold in 41 David Jones stores throughout Australia.

At the same time, Cambridge continues to strengthen long held relationships with valued wholesale partners in Australia and New Zealand, working with them to ensure every range remains competitive. With a strong product offering, market leading customer service and brand support, the company's wholesale business is growing year on year.

In 2007, recognizing a demand in the market for a more fashion forward collection underpinned by quality tailoring, the first own-branded Joe Black store opened in Little Collins St, Melbourne. By 2017 three more Joe Black stores had

Opening more doors, Cambridge dresses every man in confidence with finely crafted tailoring.



THAT'S OUR STORY SO FAR

Our family business is not just about family, it's about family values as applied to business. We're serious about what we do, determined to improve, keen to embrace new technology and we're in it for the long haul. In fact, 150 years so far. But we're acutely aware we could not have come this far without the talent and dedication of our co-workers and partners. A company can only succeed if everyone involved loves what they do, and customers want a piece of that magic.





Cambridge Clothing Ltd.
www.cambridgeclothing.com

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