**Much as Airstream owners love their rigs,** they’d never think about *wearing* them. But think again. Should your trailer or motorhome be outfitted with the most luxuriant tweed (with an in-Airstream tailor to adjust the fit), might you reconsider?

If you were one of the visitors who entered the Huntsman Airstream Mobile Tailoring Studio on its tour across the U.S. last year, you might not have tried the motorhome on, but it’s a good bet you left thinking tweed is a fine thing.

Huntsman is one of the world’s premier tailors, its history of superior custom garment-making dating back 167 years and continuing with its current Savile Row distinction. It’s fitting (pun intended) that Huntsman chose Airstream as its brand ambassador for its national tour, since Airstream’s own iconic history shines as brightly as one of its aluminum creations.

In 2017, Huntsman employees — including Pierre Lagrange, owner and chairman — drove a 1981 Airstream Excella motorhome to select venues in the U.S., giving citizens on this side of the pond the chance to be fitted for the fully custom-made suits that bear the Huntsman stamp of excellence.

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**By Tom Bentley**  
*Photos courtesy of Huntsman*

The exterior of the Excella blends Airstream aluminum with Huntsman tweed (in the form of a custom graphic) for a truly unique look.
But this is no ordinary Escella. Tweed abounds within: The fine woolens line the walls, accented by richly grained woods, antlers, and copper and iron touches. One fabric is a purple check to “suggest the heather moorlands of Scotland.” Another of its tweed wall coverings is an homage to the coats sported by Gregory Peck. Famous designers (and even a Picasso scholar) were involved in the tweedy conceptual labors. Herringbone as high art.

But just as a custom suit isn’t an off-the-rack trifle, refurbishing an old motorhome is more than a wash and wax. Lagrange relates that the motorhome was obtained from “a dodgy dealer, a total wreck,” and that he “nearly died driving it.” Thank goodness the refurbishing included tweed upholstering — the exact weight and character of the wool used for Huntsman suits — for the driver and passenger seats, to soothe any future driving distractions.

Huntsman owner and chairman Pierre Lagrange and a group of employees took the mobile tailoring studio on a tour of the U.S., saving American customers the trouble of traveling to Savile Row.
The wreck was given a new life at the hands of Timeless Travel Trailers of Colorado, albeit life with significant structural changes: They changed out the original chassis and engine in favor of an Isuzu truck’s workings. “Had to change the chassis 100 percent!” says Lagrange. “Once we moved it to an Isuzu truck platform, all challenges were solved. Interior decoration was the easy bit.”

The first stop on the tour was in Pebble Beach, California, at the famed Concours d’Elegance, where legendary automotive marques provided a suitable setting for legendary tailoring. The tour had a bit of alarm at the Beverly Hills stop: “We arrived at the Beverly Hills Hotel, where we squeezed below the awning,” says Lagrange. “The staff were perfect, recognizing me and asking if they should park it for the night. I was terrified it would not fit under the concrete canopy, and that we would have had to

While the exterior has a modern, American look, the interior reflects Huntsman’s 167-year history outfitting the British for hunting and other stylish events.
reverse and find parking for a RV in Beverly Hills, which is probably illegal! But the Pink Palace delivered as ever.”

The tour also made stops in San Francisco, in Las Vegas, at Burning Man’s Black Rock City, in Dallas, and in Denver, where it now rests, readied for its second stage. That stage, which Huntsman has just arranged, is to make the Excella available for rentals. “It will be rented for people to enjoy the Huntsman experience for road trips,” says Lagrange.

That Huntsman lifestyle includes Lagrange’s two other Airstream trailers in the U.K., used for extra bedrooms at his shooting lodge and for hosting guests at the Beaverbrook Club. “I have always been an Airstream enthusiast and have spent many trips traveling the roads of America,” he says. “Mixing the quintessentially British bespoke that is Huntsman with an American modern icon like the Airstream is exciting and indicative of the new ways Huntsman is bringing the classic brand into the modern world.”

Lagrange also felt that the touring Airstream motorhome well represented the uniqueness and quality of the Huntsman brand. “The Airstream did the trick, because we bespoke it Huntsman — it was a good showcase. A meeting of iconic designs, pure and perfect,” he says.

Those lucky clotheshorses who ordered suits from the Airstream tour had final fittings in New York, within 10 weeks of the original order, or had them delivered to their homes. It’s unclear whether perfectly folded pocket squares will be mandatory for those lucky enough to rent the Huntsman Airstream, but you should be ready.

You can learn more about the history of Huntsman and its exquisite craftsmanship at www.huntsmansavilerow.com. Rental of the Huntsman Excella motorhome can be arranged through www.huntsmansavilerow.com/huntsman-bespoke-airstream-experience.