

The Hot List

From full custom to ready-to-wear, Thom Sweeney delivers Riviera-ready tailoring made for sun, sea and understated style.

From Monte-Carlo to Cap Ferrat, summer on the Riviera is all about ease—long afternoons by the sea, evenings on the terrace, and a quiet style that perfectly suits the setting. For men, tailoring adapts to the pace of coastal life, with lighter fabrics, softer cuts and a focus on comfort without compromising elegance. British tailor Thom Sweeney captures this balance, offering pieces that transition seamlessly from superyacht to beach club and, later, to dinner at the restaurant—polished yet relaxed, made for warm days and late nights.

Thom Sweeney's SS25 collection is designed for life on the Côte d'Azur. Founded by Savile Row-trained tailors Thom Whiddett and Luke Sweeney, the house offers relaxed silhouettes, breathable materials and a refined tonal palette that suits balmy coastal days and seamlessly glides between settings.

"When designing the collection, we started with the fabrics and colours that inspire us," says Whiddett. "We work with mills in Italy and the UK to create special blends for our new collections. Being tailors, the fit and cut of all our clothes are crucial. This collection is a nod to the late '50s Riviera style, where the fabric and cut create a flattering, elegant drape. It's about ►



Wool silk single-breasted suit from Thom Sweeney's SS25 collection.



Secret Code

Stylist to the stars, Oriona Robb, shares her expert advice for effortless summer dressing.



What are your top summer styling tips?

Dressing well in the summer is about finding that sweet spot between comfort and character. I always remind my clients to prioritise breathable fabrics—linen, lightweight cotton and silk blends are essential for Riviera days that stretch long into the evening. Choose colours that lift you—light shades reflect the sun and brighten the complexion. Soft neutrals, chalky pastels and navy are far more flattering than harsh black under the Mediterranean sun. Keep your wardrobe simple but versatile—pieces that can be dressed up or down, whether you're heading to lunch at Club 55 or an evening event at the Yacht Club de Monaco.

Understanding your body shape is also key. Great style isn't about hiding or squeezing; it's about balance and proportion. Well-cut trousers, relaxed blazers and the right hem lengths can transform your confidence. Ultimately, my advice is to dress for how you want to feel. Your clothes should express your energy—whether that's powerful, relaxed, playful or refined. True style is about confidence, not just temperature.

How should one transition an outfit from day to night?

The secret to effortless day-to-night dressing on the Riviera is versatility. Start with a relaxed linen shirt and tailored shorts or trousers for a perfect daytime look. Add a transitional layer—an unstructured blazer or fine knit elevates your outfit when the sun sets. Switch accessories—swap casual beach totes for a leather bag, or change into loafers for a more formal touch. Small details like a statement watch, woven belt or silk pocket square go a long way. Your wardrobe should carry you from lunch at La Guérite to cocktails at Hôtel de Paris without missing a beat.

What about a yacht trip?

Yacht dressing strikes a balance between practicality and polish. Prioritise technical fabrics—lightweight cotton blends and linen mixes are ideal as they dry quickly and keep you cool in the heat. Layering is key—think linen overshirts or unstructured blazers when the sea breeze picks up in the evening. Footwear, if allowed onboard, should be both elegant and practical—non-slip deck shoes or luxury espadrilles are essential. Stay sun-smart in style with a well-chosen Panama hat, quality sunglasses and a light scarf for both protection and polish.

orionarobb.com



The brand's pieces are designed to transition between different settings. *Below:* Label founders Luke Sweeney [left] and Thom Whiddett.



dressing up in the summer—not just resortwear, but tailoring and outerwear that can take you from work to an evening out.”

The colour palette for SS25 is, Sweeney says, perfectly suited to the French Riviera. “It’s chic and understated. I think the most stylish guys don’t look like they’ve tried too hard, even if they have. It should never feel fussy or flashy.”

The collection also introduces additions tailored to the season. “Fabric wise, we have a special brushed French linen that’s softer than typical Irish linens—really great for tailoring and outerwear,” says Sweeney. “We’ve been using more silks too—a very soft matte washed silk in shirts, which looks great with a beautifully cut trouser. Fit wise, we’ve gone a little easier and longer in jackets—nothing too short or tight.”

Practical elements for days spent onboard yachts are also part of the

mix. “A standout piece is our technical bomber. It’s lightweight, reversible and windproof—perfect to throw on in the evening when it gets cooler, paired with shorts or white cotton trousers,” says Whiddett. “We’ve also made beautiful washed-linen drawstring trousers, which work perfectly as a set with a matching linen shirt.”

Ultimately, the tailor—which also offers a full custom service—believes that fit is the foundation of great style. “It’s crucial and often where people go wrong,” adds Sweeney. “Working with a tailor or stylist really helps ensure you get it right.”

And with salient pieces from the ready-to-wear collection—like drawstring linen trousers, relaxed blazers and towelling polos—shifting from formal to informal is seamless. In fact, dressing with elegance this summer has never been easier.

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