

# NIEDERSUESZ

W I E N

SCHNEIDER & HEMDENMACHER

## THE HISTORY OF C. M. FRANK

No other European bespoke tailor of the 19th century had a customer list the likes of C. M. Frank's: the Austrian Imperial Court, the French Imperial Court, members of the royal houses of Italy, Spain, England, Scotland, Sweden, Bavaria, Prussia, Russia, Romania, Bulgaria, Greece, Serbia, Montenegro, their courts and generals. It only took the founder, Carl Moritz Frank, a short time to rise to such heights.

Founded in 1838 by C. M. Frank senior, news quickly spread of the existence of a Viennese tailoring shop that was unsurpassed in quality and extravagance. The breakthrough to become the "Olympus of European tailor legends" occurred in 1857 when the Ottoman Empire under Sultan Abdul Mejid commissioned C. M. Frank to develop and manufacture the new uniforms for the court and government officers of the Sultanate. Three years later, C. M. Frank junior took over his father's business.

In the 1870s, the shop also acquired the title of Purveyor to the Imperial and Royal Court of the House of Habsburg and in 1867 also became Purveyor to the Imperial Court of Emperor Napoleon III of France. C. M. Frank was soon famous throughout the entire world. In 1873, the imperial Chinese government commissioned the Viennese tailoring shop with the development of new uniforms for the admiralty and granted C. M. Frank an exclusive diploma for this service. Many more orders followed for creating and producing new uniforms for the royal courts of Europe.

C. M. Frank achieved an undisputed milestone in 1873 when he won out over the men's tailoring elite situated in Savile Row of London – in that day, the Mecca of men's fashion – by becoming the appointed tailor of the fashion legend, the Prince of Wales (after 1901, King Edward VII). The British monarch, known as the "best-dressed personality of his time", became a regular customer of the Viennese tailoring shop. His entire wardrobe was replaced by C. M. Frank, fitted during his spa visits to Marienbad and delivered to Buckingham Palace. Never before or since has any tailor outside of England received this honour.

Carl Frank was the greatest and most famous tailor of his day, and the social and political elite of the Austro-Hungarian Empire met in his fashion salon. Crown Prince Rudolf of Habsburg used the salon to meet with political figures and members of high society, as did many other members of his family who were friends with Carl Frank. In 1914, Carl Frank was elevated to the nobility by Emperor Franz Joseph I. After the death of Carl v. Frank, operation of the company was continued by his pattern-cutter, Franz Thylman.

The company was purchased in 1964 by Rudolf Niedersüß, who merged it in 1976 with the KNIZE company.

In 2007, Rudolf Niedersüß passed the rights to the name to his son Bernhard, who founded a new fashion atelier with the name NIEDERSUESZ – ehemals C. M. Frank at No. 1 Annagasse in Vienna, where he endeavours to establish a new future for the C. M. Frank tradition of perfect bespoke tailoring in the Viennese style.

