



# Q3 2024

JULY – SEPTEMBER 2024



# THE FRED PERRY SHIRT

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## It all starts with the Fred Perry Shirt.



The go-to piece to go out in, the Fred Perry Shirt is the perfect embodiment of ‘Get Ready’ and our Night Tales theme. Worn by generations of bouncers, sound techs, lead singers and dancefloor ravers.

With the shirt at the heart of it, our global Night Tales campaign continues, this time through the lens of ‘Get Ready’ – an ode to the rituals of getting ready for the night ahead. We continue to invite our community to share their stories with us, using #FPNIGHTTALES on social media.

Creativity permeates the Fred Perry Shirt collections throughout 2024, as we continue to invite collaborators to use it as a blank canvas. By collaborating with designers and artists around the world, we create heat around the shirt, facilitating our strategy to celebrate it as iconic. Our collaboration partners range from global designers and small independent brands, to up-and-coming musicians and charity partners, but their designs must all retain the DNA of the Fred Perry Shirt.

Adopted, never forced, the Fred Perry Shirt remains the uniform of the non-uniform. Fresher than ever 70 years after it was originally made.

THE FRED PERRY SHIRT



JULY - SEPTEMBER 2024

Made by expert hands in Leicester, England and adopting Fred's signature streamlined fit. Part of the British subcultural uniform since the 1950s.

MADE IN ENGLAND

M12 The Twin Tipped Fred Perry Shirt

100% Combed Cotton Pique  
Responsible Features \*\*\*\*

Baseline

157 Black / Champagne / Champagne B



120 White / Ice / Maroon B



300 White / Ice / Navy B



795 Navy / Ice / Ice B



T29 Black / Ecu / Ox Blood B



July

W76 Navy / Runaway Bay Ocean / Midnight Blue



W77 Oxblood / Ecu / Runaway Bay Ocean



W78 Night Green / Midnight Blue / Oxblood



W79 Ecu / Honeycomb





The Fred Perry tennis shirt, designed and worn by Fred himself, with no extras, just the Laurel Wreath proudly at its chest. Made by expert hands in Leicester, England and adopting Fred’s signature streamlined fit.

**MADE IN ENGLAND** M3 The Fred Perry Shirt

100% Combed Cotton Pique  
Responsible Features ...

**Baseline**

157 Black / Champagne B

795 Navy / Ice B

100 White / Navy B



**July**

W79 Ecrú / Honeycomb

W80 Oxblood / Runaway Bay Ocean





Celebrating the clean lines of modernism, our Single Tipped Fred Perry Shirt has been made by expert hands in Leicester, England since the 1960s. Designed in Fred's signature streamlined fit.

**MADE IN ENGLAND**

**M2 The Single Tipped Fred Perry Shirt**

100% Combed Cotton Pique  
Responsible Features \*\*\*\*

**Baseline**

157 Black /  
Champagne B

797 Navy / Snow  
White B



**July**

W79 Ecrú  
/ Honeycomb





Made by expert hands in Leicester, England and adopting Fred's signature streamlined fit with long sleeves.

**M1212 The Long Sleeve Twin Tipped Fred Perry Shirt**

100% Cotton

Responsible Features \*\*\*\*

157 Black  
/ Champagne





An adaptation of Fred's signature streamlined fit, with long sleeves and trimmed with our twin tipping.

**M3636 The Long Sleeve Twin Tipped Fred Perry Shirt**

100% Cotton  
Responsible Features \*\*\*\*

350 Black / White  
/ White B



T50 Night Green  
/ Snow White  
/ Snow White →



T60 Snow White  
/ Burnt Red  
/ Navy →



T55 Navy  
/ Snow White  
/ Burnt Red →



597 Ox Blood  
/ Ecrú / Ecrú →



238 Navy / White  
/ White E →



W48 Honeycomb  
/ Ecrú



W49 Laurel Wreath  
Green / Night Green  
/ Night Green



W50 Porridge Marl  
/ Anchor Grey  
/ Anchor Grey →



W51 Ultra Violet  
/ Navy / Navy



W52 Whisky Brown  
/ Porridge Marl  
/ Porridge Marl



W53 Navy / Ecrú  
/ Honeycomb



W54 Black / Ecrú  
/ Laurel Wreath Green



W63 Field Green  
/ Dark Pink / Navy



W56 French Navy  
/ Runaway Bay Ocean  
/ Whisky Brown





An adaptation of Fred's signature streamlined fit, trimmed with our twin tipping and available in a diverse range of colourways.

**M3600 The Twin Tipped Fred Perry Shirt**

100% Cotton  
Responsible Features \*\*\*\*

**Baseline**

T50 Night Green  
/ Snow White  
/ Snow White B



350 Black  
/ White  
/ White B



T60 Snow White  
/ Burnt Red  
/ Navy B



T55 Navy  
/ Snow White  
/ Burnt Red B



597 Oxblood  
/ Ecrú  
/ Ecrú B



238 Navy  
/ White  
/ White B



M3600 The Twin Tipped Fred Perry Shirt (continued)

100% Cotton  
Responsible Features \*\*\*\*

July

200 White / Black  
/ Black CF →



V35 Runaway Bay  
Ocean / Navy / Navy  
CF



V19 Warm Stone  
/ Oatmeal  
/ Oatmeal CF



V23 Dark Caramel  
/ Snow White  
/ Silver Blue CF



W58 Cyber Blue  
/ Dark Pink  
/ Runaway Bay Ocean



W59 Black  
/ Ultra Violet  
/ Ultra Violet



W51 Ultra Violet  
/ Navy / Navy



W60 Shaded Stone  
/ Ice Cream / Black



W61 Light Smoke  
/ Honeycomb  
/ Shaded Cobalt



W55 Oatmeal  
/ Honeycomb  
/ Whisky Brown



W62 Silver Blue  
/ Honeycomb / Black



W49 Laurel Wreath  
Green / Night Green  
/ Night Green →



W50 Porridge Marl  
/ Anchor Grey  
/ Anchor Grey →



W64 Night Green  
/ Runaway Bay  
Ocean / Runaway  
Bay Ocean →



W52 Whisky Brown  
/ Porridge Marl  
/ Porridge Marl



W65 Navy / Laurel  
Wreath Green  
/ Carrington Road  
Brick →



X50 Black  
/ Cyber Blue  
/ Midnight Blue



W66 Limestone  
/ Runaway Bay Ocean  
/ Black



W48 Honeycomb /  
Ecru / Ecru



W67 Snow White /  
Ultra Violet / Runaway  
Bay Ocean



X51 Light Ice / Silk  
Peach / Petrol Blue



W54 Black / Ecru /  
Laurel Wreath Green



W53 Navy / Ecru  
/ Honeycomb



W68 Black  
/ Carrington Road  
Brick / Whisky Brown

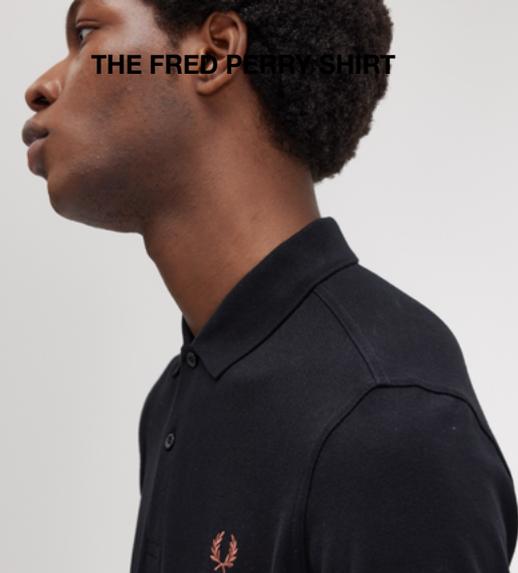


L51 Navy /  
Silver Blue /  
Silver Blue



Q27 Black  
/ Shaded Stone  
/ Shaded Stone





An adaptation of Fred's signature streamlined fit, designed with no extras, just the Laurel Wreath proudly at its chest and available in a diverse range of colourways.

**M6000 The Fred Perry Shirt**

100% Cotton

Responsible Features ...

**Baseline**

100 White / Navy B

608 Navy / White B



**July**

350 Black / White →

T50 Night Green / Snow White →

597 Oxblood / Ecru →

V73 Navy / Burnt Red CF →

V35 Runaway Bay Ocean / Navy CF

W69 Oatmeal / Whisky Brown



M6000 The Fred Perry Shirt (continued)

100% Cotton  
Responsible Features \*\*\*

August (continued)

W49 Laurel Wreath  
Green / Night Green →



W50 Porridge Marl  
/ Anchor Grey →



W52 Whisky Brown  
/ Porridge Marl



W71 Navy /  
Carrington Road  
Brick →



W64 Night Green  
/ Runaway Bay  
Ocean →



670 Silver Blue  
/ Black



W73 French Navy  
/ Whisky Brown



W72 Light Ice  
/ Petrol Blue



W51 Ultra Violet  
/ Navy



V19 Warm Stone  
/ Oatmeal CF



X28 Field Green  
/ Navy



W48 Honeycomb  
/ Ecru



W74 Light Smoke  
/ Shaded Cobalt



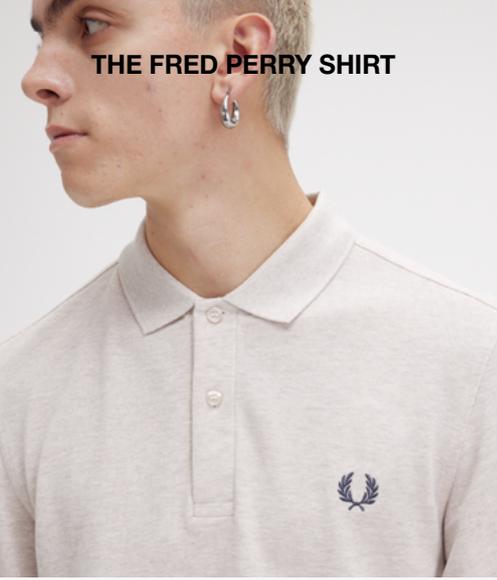
W75 Navy  
/ Honeycomb



U35 Black  
/ Whisky Brown



THE FRED PERRY SHIRT



JULY - SEPTEMBER 2024

An adaptation of Fred's signature streamlined fit, with long sleeves and designed with no extras, just the Laurel Wreath at the chest.

M6006 The Long Sleeve Fred Perry Shirt

100% Cotton

Responsible Features ...

Baseline

100 White / Navy B 608 Navy / White B



July

350 Black / White →



T50 Night Green / Snow White →



597 Oxblood / Ecrú →



W75 Navy / Honeycomb



W69 Oatmeal / Whisky Brown



W49 Laurel Wreath Green / Night Green



W51 Ultra Violet / Navy



W50 Porridge Marl / Anchor Grey



670 Silver Blue / Black



U35 Black / Whisky Brown





Our in-house designers use the Fred Perry Shirt as a blank canvas, using the prints, graphics and colours of the quarter.

**M8613 Chequerboard Print Polo Shirt**

100% Cotton  
Responsible Features ...

W70 Black / Midnight Blue

X24 Carrington Road Brick / Navy



**M8614 Zig Zag Print Polo Shirt**

100% Cotton  
Responsible Features ...

U46 Runaway Bay Ocean

129 Snow White

X19 Ultra Violet



**M8615 Printed Polo Shirt**

100% Cotton  
Responsible Features ...

X19 Ultra Violet

X19 Ultra Violet



**M8616 Repeat Print Polo Shirt**

100% Cotton  
Responsible Features ...

X24 Carrington Road Brick / Navy



**M8565 Advantage Perry Polo Shirt**

100% Cotton  
Responsible Features ...

102 Black

129 Snow White





Made by expert hands in Leicester, England. Part of the British subcultural uniform since the 1950s.

**MADE IN ENGLAND** G12 The Twin Tipped Fred Perry Shirt

100% Cotton  
Responsible Features \*\*\*\*

**Baseline**

157 Black / Champagne B

301 White / Ice / Maroon CF →





An adaptation of Fred's signature streamlined fit, with long sleeves and designed with our twin tipping.

**G3636 The Twin Tipped Long Sleeve Fred Perry Shirt**

100% Cotton

Responsible Features \*\*\*\*

- U78 Black / Warm Stone / Warm Stone
- X24 Carrington Road Brick / Navy / Navy
- W71 Navy / Carrington Road Brick / Carrington Road Brick





An adaptation of Fred's signature streamlined fit, designed with our twin tipping and available in a diverse range of colourways.

**G3600 The Twin Tipped Fred Perry Shirt**

100% Cotton  
Responsible Features \*\*\*\*

**Baseline**

350 Black / White / White B    200 White / Black / Black B    608 Navy / White B



**July**

X82 Ecu/ Warm Stone / Black    V19 Warm Stone / Oatmeal / Oatmeal    X24 Carrington Road Brick / Navy / Navy    X49 Navy / Ultra Violet / Ultra Violet    X77 Black / Metallic Ultra Violet / Metallic Ultra Violet    U78 Black / Warm Stone / Warm Stone





An adaptation of Fred's signature streamlined fit, designed with no extras, just the Laurel Wreath proudly at its chest.

G6000 The Fred Perry Shirt

100% Cotton

Responsible Features ...

200 White / Black B

608 Navy / White B

V13 Ecru / Carrington Road Brick



W71 Navy / Carrington Road Brick

V19 Warm Stone / Oatmeal

W51 Ultra Violet / Navy





Using the Fred Perry Shirt as its starting point, this is the Twin Tipped Fred Perry Shirt Dress. Designed with a straight fit in our signature cotton pique.

**D3600 The Twin Tipped Fred Perry Shirt Dress**

100% Cotton  
Responsible Features \*\*\*\*

350 Black / White / White B



X49 Navy / Ultra Violet / Ultra Violet



W51 Ultra Violet / Navy / Navy



X58 Carrington Road Brick / Ultra Violet / Navy



X77 Black / Metallic Ultra Violet / Metallic Ultra Violet





Using the Fred Perry Shirt as its starting point, this is the Fred Perry Shirt Dress. Designed with no extras, just the Laurel Wreath in pride of place.

**D6000 The Fred Perry Shirt Dress**

100% Cotton

Responsible Features ...

V19 Warm Stone / Oatmeal

W71 Navy / Carrington Road Brick



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