



Q3 2024

JULY – SEPTEMBER 2024



SHARP

-
Q3 JULY – SEPTEMBER 2024



A contemporary expression of our subcultural heritage, our Sharp collection takes inspiration from 70 years of counterculture.

Sharp goes big for Q3, as our men's collection gets dressed up for summer. The go-to for 'Get Ready' styling, designs are inspired by Night Tales and getting ready for the night ahead.

Colour plays a key role in our storytelling and our Night Navy story takes centre stage, with varying shades of blue perfect for your nocturnal plans. Gold highlights feel elevated, on zips and tipping, and paired with navy blue and ecru. Porridge marl comes into its own across knitwear, polos and shirting, with different tones in the marl coming through under different lighting. Perfect for summer holidays in warmer climes, as well as dark venues with disco lights.

A celebration of summer, textures and fabrics are light and airy, with breathable mesh, waffle jersey and pointelle knits, plus our signature open-neck revere shirts. Classic silhouettes are given added interest with towelling panels and corduroy trims. A zig-zag jacquard adapts our knitted T-shirt and polo – a pattern inspired by 1970s soul club wallpaper.



The joys of getting ready inspire the styling for our Sharp collection, with rowdy abstract prints across shirting and polos – a design inspired by the grooves of vinyl records and music notes – and a new metallic yarn in our relaxed open knit shirts. These pieces stand out in the collection and turn heads out and about.

Familiar silhouettes rooted in sport, like cotton tracksuits and twin tipped T-shirts, are crafted in elevated fabrics and rich colours for a Sharp take on the styles. Crepe and waffle textures feel familiar yet refined, with Laurel Wreath Green and Ocean Blue shades.

For outerwear, our most iconic shapes are reimagined with a focus on texture and silhouette. Weights and textures are chosen carefully, with lightweight padding appropriate for those chilly walks home at the end of summer, when you're just not ready to go home yet.

Our Sharp footwear complements our apparel, offering a cohesive look for the Fred Perry fan of today. Alongside our most familiar styles, we introduce a leather Loafer and Derby with chunky lugged rubber soles, inspired by the tough styling of British counterculture.



Fred Perry Q3

Men's Sharp Must Haves



J8529-608



K8543-W66



M8522-Q20



K7623-X23



M7729-608



M6598-X23



K8555-959



L7260-S54



M3600-L51



Fred Perry Q3

Men's Sharp Must Haves



K8532-363



J8559-608



M5516-W19



M8506-X23



J8511-363



M8514-638



M8583-608



M3636-W50



M1588-W49

SHARP 1



SHARP 2



SHARP 3



*A red cube on hanger denotes product is from the Q2 collection

SHARP 4



SHARP 5



*A red cube on hanger denotes product is from the Q2 collection

M8613 Chequerboard Print Polo Shirt

100% Cotton
Responsible Features ...
W70 Black / Midnight Blue

X24 Carrington Road Brick / Navy



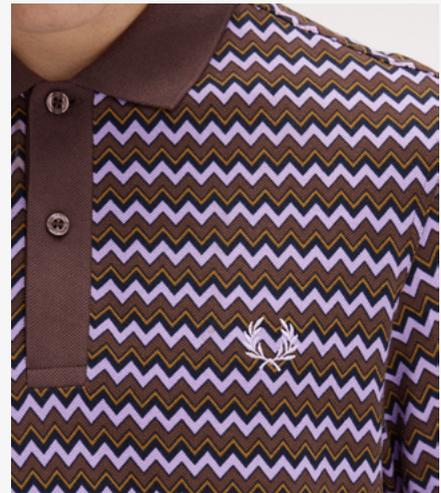
M8614 Zig Zag Print Polo Shirt

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



M8616 Repeat Print Polo Shirt

100% Cotton

Responsible Features ...

X24 Carrington Road Brick / Navy



M6661 Panelled Zip Through Polo Shirt

100% Cotton

Responsible Features ...

X23 Porridge Marl



M8522 Panelled Button Through Polo Shirt

100% Cotton

Responsible Features ...

Q20 Night Green **MH**

X21 Laurel Wreath Green



M7729 Crepe Pique Zip Neck Polo Shirt

100% Cotton
Responsible Features ****

608 Navy → MH

Q20 Night Green



X21 Laurel Wreath Green

X23 Porridge Marl →



M8520 Abstract Print Crepe Pique Polo Shirt

100% Cotton
Responsible Features ***

560 Ecu



M7797 Open Collar Polo Shirt

100% Cotton
Responsible Features •

143 French Navy

X23 Porridge Marl



M7830 Open Collar Towelling Polo Shirt

85% Cotton 15% Polyester (Recycled)
Responsible Features ••

608 Navy

959 Silver Blue



M8528 Jacquard Zip Neck Polo Shirt

100% Cotton
Responsible Features •••

Q20 Night Green



M8534 Jacquard Collar Polo Shirt

100% Cotton
Responsible Features ...

102 Black



M8539 Ombre Stripe Polo Shirt

100% Cotton
Responsible Features ...

608 Navy



M8542 Ombre Stripe Zip Through Polo Shirt

100% Cotton
Responsible Features ...

608 Navy



M8671 Open Collar Waffle Polo Shirt

100% Cotton
Responsible Features **

560 Ecu



M8672 Open Waffle Polo Shirt

100% Cotton
Responsible Features ***

560 Ecu

608 Navy



M1588 Twin Tipped T-Shirt

100% Cotton
Responsible Features **

100 White B

102 Black B



795 Navy B

M68 Navy / Dark Caramel
/ Dark Caramel CF →



W50 Porridge Marl / Anchor Grey →

W64 Night Green / Runaway Bay Ocean →



M1588 Twin Tipped T-Shirt (continued)

100% Cotton
Responsible Features **

W49 Laurel Wreath Green
/ Night Green → **MH**



W68 Black / Carrington Road Brick
/ Whisky Brown



W52 Whisky Brown / Porridge Marl



W55 Oatmeal / Honey Comb / Whisky Brown



W48 Honeycomb / Ecrú



M1588 Twin Tipped T-Shirt (continued)

100% Cotton
Responsible Features **

V35 Runaway Bay Ocean / Navy CF



W51 Ultra Violet / Navy



W53 Navy / Ecru / Honeycomb



W54 Black / Ecru / Laurel Wreath Green



W63 Field Green / Dark Pink / Navy



M4654 Tipped Cuff Pique T-Shirt

100% Cotton
Responsible Features **

W71 Navy / Carrington Road Brick →

W49 Laurel Wreath Green / Night Green



M7707 Striped Cuff T-Shirt

100% Cotton
Responsible Features *

143 French Navy

198 Black →

R96 Ecu



M7 Crew Neck Pique T-Shirt

100% Cotton
Responsible Features **

102 Black CF →

X06 Silver Blue



M8575 Taped Raglan T-Shirt

100% Cotton
Responsible Features **

560 Ecrú



M8583 Jacquard T-Shirt

100% Cotton
Responsible Features *

608 Navy **MH**

DESIGN NOTE

Casual silhouettes (like our classic crew neck T-shirt) get a dressed-up rework this quarter, designed to turn heads. Designed with a cotton jacquard zig-zag construction inspired by a wallpaper in a 1970s soul club, this T-shirt has a deep neck trim and no topstitching for a clean finish.



U53 Carrington Road Brick



M8585 Crepe Pique T-Shirt

100% Cotton
Responsible Features **

608 Navy



X21 Laurel Wreath Green



X23 Porridge Marl



M8679 Ribbed Jersey T-Shirt

100% Cotton
Responsible Features **

143 French Navy



560 Ecrú



M8680 Ribbed Raglan Sleeve T-Shirt

100% Cotton
Responsible Features ****

959 Silver Blue



Q20 Night Green



691 Oatmeal →



M9602 Twin Tipped T-Shirt

100% Cotton
Responsible Features **

102 Black B

M68 Navy / Dark Caramel
/ Dark Caramel CF →

W64 Night Green
/ Runaway Bay Ocean →



W49 Laurel Wreath Green
/ Night Green →

W68 Black / Carrington Road Brick
/ Whisky Brown

W52 Whisky Brown
/ Porridge Marl



M8545 Ombre Stripe Long Sleeve Polo Shirt

100% Cotton
Responsible Features **

608 Navy



M8711 Open Waffle Half Zip Polo Shirt

100% Cotton
Responsible Features **

608 Navy



M2654 Tipped Pique Cardigan

100% Cotton
Responsible Features ***

W75 Navy / Honeycomb



W49 Laurel Wreath Green / Night Green



M6598 Button Through Long Sleeve Polo Shirt

100% Cotton

Responsible Features **

608 Navy

X23 Porridge Marl → [MH](#)



M8554 Button Through Taped Sweat

100% Cotton

Responsible Features ***

560 Ecrú



K9601 Classic Crew Neck Jumper

54% Merino Wool 46% Cotton
Responsible Features •

198 Black B



795 Navy B



R85 Dark Grey Marl



S54 Whisky Brown



X06 Silver Blue



X23 Porridge Marl



K9600 Classic V Neck Jumper

54% Merino Wool 46% Cotton
Responsible Features •

198 Black B

795 Navy B

638 Field Green



K9551 Classic Cardigan

54% Merino Wool 46% Cotton
Responsible Features •

198 Black B

795 Navy B



R85 Dark Grey Marl CF →

X23 Porridge Marl



K9552 Roll Neck Jumper

54% Merino Wool 46% Cotton
Responsible Features *

198 Black →

795 Navy →



K4534 Classic Zip Through Cardigan

54% Merino Wool 46% Cotton
Responsible Features **

439 Black →



K7624 Classic Half Zip Jumper

54% Merino Wool 46% Cotton
Responsible Features **

198 Black CF →



795 Navy CF →



R85 Dark Grey Marl



S54 Whisky Brown



X23 Porridge Marl



K4535 Classic Knitted Long Sleeve Shirt

54% Merino Wool 46% Cotton
Responsible Features **

198 Black CF →



795 Navy CF →



148 Field Green



959 Silver Blue



X23 Porridge Marl



K7623 Classic Knitted Shirt

54% Merino Wool 46% Cotton
Responsible Features **

198 Black [CF](#) →

795 Navy [CF](#) →



638 Field Green

959 Silver Blue

R85 Dark Grey Marl



S54 Whisky Brown

X23 Porridge Marl [MH](#)



K5533 Tipped Sleeve Jumper

54% Merino Wool 46% Cotton
Responsible Features •

102 Black



K5534 Tipped Sleeve Cardigan

54% Merino Wool 46% Cotton
Responsible Features ••

102 Black



K6507 Waffle Stitch Jumper

100% Cotton

638 Field Green

S54 Whisky Brown

X23 Porridge Marl



K6508 Waffle Stitch Cardigan

100% Cotton
Responsible Features •

102 Black

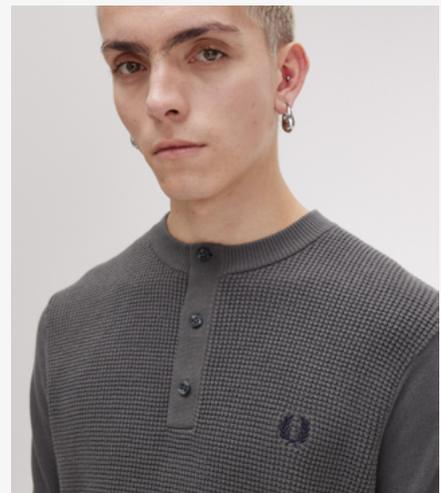


K6509 Waffle Stitch Henley Shirt

100% Cotton
Responsible Features •

198 Black

638 Field Green



K8557 Waffle Stitch Half Zip Jumper

100% Cotton
Responsible Features •

102 Black

691 Oatmeal



K8555 Waffle Stitch Knitted Shirt

100% Cotton
Responsible Features •

959 Silver Blue **MH**

S54 Whisky Brown



K8556 Waffle Stitch Tank

100% Cotton

608 Navy

X23 Porridge Marl



K8541 Striped Trim V-Neck Jumper

92% Cotton 8% Polyamide (**Recycled**)
Responsible Features •

102 Black



K8542 Striped Trim V-Neck Tank

92% Cotton 8% Polyamide (Recycled)
Responsible Features •

U46 Runaway Bay Ocean



K8536 Pointelle Panel Knitted Shirt

100% Cotton
Responsible Features •

608 Navy

U46 Runaway Bay Ocean



K8537 Pointelle Panel Long Sleeve Knitted Shirt

100% Cotton
Responsible Features •

102 Black

638 Field Green



K8539 Ribbed Knitted Shirt

100% Viscose (Recycled)
Responsible Features ••

638 Field Green



K8543 Space Dye Knitted Shirt

100% Cotton
Responsible Features •

W66 Limestone / Runaway Bay Ocean / Black **MH**

X54 Shaded Stone / Ecrú / Black

DESIGN NOTE

A sharp shirt to make you stand out from the crowd. Our combed cotton knit is constructed with twisted yarns to create a space dye effect with three complementing colours.



K8544 Space Dye Knitted Long Sleeve Shirt

100% Cotton
Responsible Features •

W66 Limestone / Runaway Bay Ocean / Black

X54 Shaded Stone / Ecrú / Black



K8545 Textured Stripe Knitted Shirt

100% Cotton
Responsible Features •

608 Navy



K8546 Pointelle Chequerboard Knitted Shirt

55% Linen 45% Cotton
Responsible Features •

X21 Laurel Wreath Green



K8548 Pointelle Chequerboard Cardigan

55% Linen 45% Cotton
Responsible Features •

U53 Carrington Road Brick



K8549 Boucle Jacquard Knitted Shirt

70% Cotton 30% Polyamide (Recycled)

Responsible Features ••

U53 Carrington Road Brick MH



DESIGN NOTE

A textured shirt in a cotton-blend boucle, finished with a dry hand-feel. Constructed with a zig-zag knit structure inspired by the wallpaper of a 1970s soul club, designed in contemporary Fred Perry colours. Go boldly into the night.

K8550 Boucle Jacquard Cardigan

70% Cotton 30% Polyamide (Recycled)

Responsible Features ••

U46 Runaway Bay Ocean



K8551 Boucle Jacquard Tank

70% Cotton 30% Polyamide (Recycled)

Responsible Features •

102 Black



K8558 Metallic Chequerboard Knitted Shirt

69% Cotton 20% Polyester (Recycled) 11% Metallised Yarn
Responsible Features **

608 Navy MH



DESIGN NOTE

Peacock styling at its finest. Designed in a metallic lurex yarn plaited with soft combed cotton and recycled polyester. Featuring a subtle chequerboard design with pointelle construction, this is a lightweight and slinky number, designed to turn heads.

M8730 Oxford Shirt

100% Cotton
Responsible Features ****

100 White B

608 Navy B

146 Light Smoke B



W19 Laurel Wreath Green

X06 Silver Blue

X23 Porridge Marl MH



M8505 Tartan Oxford Short Sleeve Shirt

100% Cotton

Responsible Features ...

608 Navy

W19 Laurel Wreath Green



M7820 Compress Mesh Revere Collar Shirt

100% Cotton

Responsible Features ...

608 Navy →

R30 Light Ice



M7762 Lightweight Texture Revere Collar Shirt

100% Cotton

Responsible Features ...

297 Anchor Grey CF

608 Navy CF



M8507 Taped Beach Shirt

100% Cotton

Responsible Features ...

560 Ecrú



M8508 Abstract Print Revere Collar Shirt

56% Cotton 44% Lyocell

Responsible Features ...

560 Ecrú



M5516 Oxford Shirt

100% Cotton
Responsible Features ****

100 White B

146 Light Smoke B



608 Navy B

R88 Black CF →



W19 Laurel Wreath Green MH

X06 Silver Blue

X23 Porridge Marl MH



M8504 Tartan Oxford Shirt

100% Cotton

Responsible Features ...

608 Navy

W19 Laurel Wreath Green

560 Ecu



M8503 Grandad Collar Oxford Shirt

100% Cotton

Responsible Features

Q20 Night Green



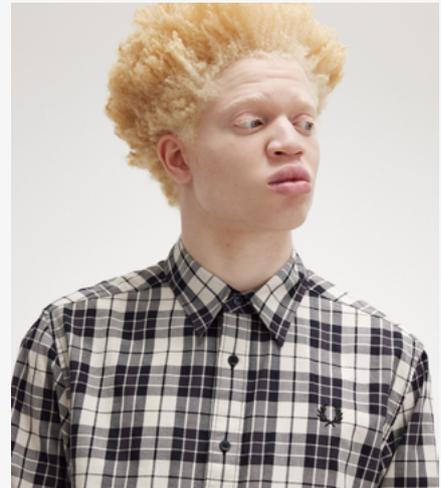
M8506 Tartan Twill Shirt

100% Cotton

Responsible Features ...

W19 Laurel Wreath Green

X23 Porridge Marl **MH**



M6627 Twill Overshirt

100% Cotton

Responsible Features ...

608 Navy →

363 Warm Stone



M8514 Canvas Overshirt

100% Cotton

Responsible Features ...

638 Field Green **MH**



M8515 Check Overshirt

100% Cotton

Responsible Features

W19 Laurel Wreath Green **MH**



DESIGN NOTE

Our signature large-scale tartan, on a new lightweight cotton twill overshirt. Designed with an elevated hand-feel, the shirt has a boxy fit with a good drape and texture that contrasts with the sharp tartan design. Fitted with patch pockets and internal side entry pockets (so you don't lose your keys on your next night out). Finished with large high-shine branded buttons.

J8560 Taped Trim Track Jacket

56% Polyester (Recycled) 44% Cotton
Responsible Features ...

560 Ecrú



J8561 Ombre Stripe Track Jacket

72% Cotton 28% Polyester (Recycled)
Responsible Features ...

608 Navy



T8518 Ombre Stripe Track Pant

72% Cotton 28% Polyester (Recycled)
Responsible Features ..

608 Navy



J8568 Harrington Jacket

60% Cotton 40% Tencel
Responsible Features *****

102 Black



J7320 **MADE IN ENGLAND** Harrington

65% Polyester (Recycled) 35% Cotton
Responsible Features *****

102 Black

795 Navy



J8529 Waxed Harrington Jacket

100% Cotton
Responsible Features *****

608 Navy **MH**



J8565 **MADE IN ENGLAND** **Wax Harrington**

100% Cotton
Responsible Features ****

Q20 Night Green **MH**

Q21 Burnt Tobacco

DESIGN NOTE

Our signature Harrington jacket, made in Wolverhampton, England with all the details you know and love. Red Stewart Tartan lining, Laurel Wreath branded buttons and the neck and pockets, and antique brass zip. This version switches the usual Harrington fabric for a dry wax cotton from British fabric mill Halley Stevensons. The fabric combines their driest wax with their soft aero tumbling, making it lightweight, breathable and weather-repellent. A sharp outer layer, designed to last many years of night outs, festivals and raves.



J8535 Caban Jacket

78% Cotton 22% Polyester **(Recycled)**
Responsible Features *****

102 Black **MH**

638 Field Green

DESIGN NOTE

A sharp zip-through jacket in a durable cotton and recycled polyester blend, crafted with a super soft hand-feel for an elevated finish. Fitted with a full lining in high-shine twill, the quilts feel premium (and keep you warm). Cotton corduroy trims the collar, internal cuff, hem and pocket opening, utilising the classic British cloth for added texture and warmth. A branded two-way zip and mock horn buttons are the finishing touches to this does-it-all jacket.



J8566 **MADE IN ENGLAND** **Wax Parka**

100% Cotton
Responsible Features ***

Q20 Night Green

Q21 Burnt Tobacco



J8508 Padded Button Through Jacket

100% Polyester (Recycled)

Responsible Features *****

102 Black



J8509 Padded Button Through Gilet

100% Polyester (Recycled)

Responsible Features *****

363 Warm Stone



J8510 Lined Button Through Mac

60% Cotton 40% Tencel
Responsible Features *****

638 Field Green



T8518 Ombre Stripe Track Pant

72% Cotton 28% Polyester (Recycled)
Responsible Features **

608 Navy



M8525 Towelling Stripe Polo Shirt

Shell: 100% Cotton Panels: 85% Cotton 15% Polyester (Recycled)
Responsible Features ****

560 Ecrú



M8651 Textured Loopback Tank

100% Cotton
Responsible Features *

X18 Honeycomb



M8578 Textured Loopback T-Shirt

100% Cotton
Responsible Features *

X21 Laurel Wreath Green



M8652 Textured Crew Neck Sweatshirt

100% Cotton
Responsible Features •

X18 Honeycomb



M6639 Zip Neck Collar Sweatshirt

100% Cotton
Responsible Features ••

X21 Laurel Wreath Green



K8529 Laurel Wreath Jumper

58% Merino Wool 42% Polyamide (Recycled)
Responsible Features ••

102 Black

638 Field Green



K8530 Laurel Wreath Mock Neck Jumper

58% Merino Wool 42% Polyamide (Recycled)
Responsible Features ••

102 Black

691 Oatmeal



K8532 Fine Knit T-Shirt

60% Merino Wool 40% Naia™ Acetate

363 Warm Stone [MH](#)



K8533 Fine Knit Shirt

60% Merino Wool 40% Naia™ Acetate
Responsible Features •

638 Field Green



K8534 Fine Knit Long Sleeve Shirt

60% Merino Wool 40% Naia™ Acetate
Responsible Features •

691 Oatmeal **MH**



DESIGN NOTE

A long sleeve shirt in a sharp jersey knit, with textured detail to the cuff and hem and super-soft hand-feel. Constructed from merino wool and a renewed cellulosic fibre, which has moisture wicking, quick drying and thermo regulating properties, whilst being kinder to the planet. Designed to keep you looking sharp from sunset to sun-up.

K8535 Fine Knit Long Sleeve Henley Shirt

60% Merino Wool 40% Naia™ Acetate
Responsible Features •

608 Navy **MH**

DESIGN NOTE

A long sleeve top in a sharp jersey knit, with textured detail to the cuff and hem and super-soft hand-feel. Constructed from merino wool and a renewed cellulosic fibre, which has moisture wicking, quick drying and thermo regulating properties, whilst being kinder to the planet. Designed to keep you looking sharp from sunset to sun-up.



J8559 Knitted Panel Track Jacket

Body: 56% Polyester (Recycled) 44% Cotton Front Body: 100% Cotton
Responsible Features ...

608 Navy



S7813 Long Pleated Short

100% Cotton

Responsible Features ...

248 Navy



T8512 Straight Leg Twill Trousers

100% Cotton

Responsible Features

P96 Shaded Stone

102 Black



M8584 Jacquard Trim T-Shirt

100% Cotton
Responsible Features •

608 Navy



M8509 Repeat Print Revere Collar Shirt

56% Cotton 44% Lyocell
Responsible Features •••

U53 Carrington Road Brick



M8511 Satin Revere Collar Shirt

100% Polyester (Recycled)
Responsible Features ••••

102 Black



M8510 Repeat Print Corduroy Shirt

100% Cotton

Responsible Features ...

U53 Carrington Road Brick **MH**



DESIGN NOTE

The ultimate night out shirt, designed in a needlecord cotton corduroy with an abstract digital print. Switching classic cord for needlecord gives it a soft and luxurious hand-feel with a bit more drape, catching the light as you dance under the disco ball. Designed with a super fine inkblot pattern in a rich, deep colour palette.

M8516 Corduroy Overshirt

100% Cotton

Responsible Features

Q20 Night Green

S54 Whisky Brown



T8511 Tapered Corduroy Trouser

100% Cotton

Responsible Features

Q20 Night Green **MH**

S54 Whisky Brown

DESIGN NOTE

A sharp, tapered trouser in cotton corduroy, designed with ridges cut down for an extra soft and luxe hand-feel. A contemporary silhouette, the trousers feature formal tailoring details, with a front pleat, herringbone pockets, internal waistband detail and mock horn branded buttons. Pair with the matching Night Green overshirt and head out.



J8563 Cord Harrington Jacket

100% Cotton
Responsible Features ****

638 Field Green



J8570 Zip In Liner Parka

Outer: 75% Cotton 25% Polyamide (Recycled), Fill: 100% Primaloft Fill (Recycled)
Responsible Features *****



R87 Navy

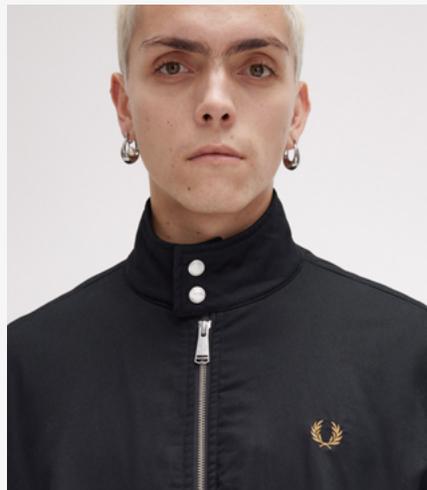
601 Hunting Green



J8554 Padded Harrington Jacket

60% Cotton 40% Tencel
Responsible Features *****

102 Black



J8544 Zip Through Padded Gilet

100% Polyamide (Recycled)
Responsible Features

638 Field Green



J8505 Short Cord Parka

100% Cotton
Responsible Features ...

S54 Whisky Brown



J8504 Fishtail Parka

78% Cotton 22% Polyester (Recycled)
Responsible Features

102 Black



J8511 Short Parka

78% Cotton 22% Polyester (Recycled)
Responsible Features ...

363 Warm Stone



T8511 Tapered Corduroy Trousers

100% Cotton
Responsible Features

Q20 Night Green



S54 Whisky Brown





SHARP FOOTWEAR

Q3 JULY – SEPTEMBER 2024

B4360 Linden Suede

Mens | 6-12

102 Black CF →

W49 Laurel Wreath Green / Night Green



B4361 Hawley Suede

Mens | 6-12

102 Black CF →



B4350 Dawson Low Suede

Mens | 6-12

102 Black CF →

R41 Limestone / Black



B8346 FP Chain Loafer Leather

Unixex | 3-12

102 Black



DESIGN NOTE

A contemporary approach to a classic loafer silhouette, designed on a chunky lugged rubber outsole, inspired by the tough styling of counterculture. Crafted from a premium waxy artisan leather, with a twill in-sock for maximum comfort. A timeless design, signed off with our signature 30-leaf Laurel Wreath on a metal chain.

B8348 FP Derby Patent Leather

Unixex | 3-12

102 Black

DESIGN NOTE

Our Derby shoe in new patent leather, designed with a gold 30-leaf Laurel Wreath trim and a chunky lugged rubber outsole – inspired by the tough styling of counterculture. Lined in leather for an elevated feel, with a twill in-sock for ultimate comfort. Perfect for late-night dancing under the disco ball.



SB6335 George Cox x Fred Perry Heavy Canvas Monkey Shoe

Unisex | 3-12

102 Black CF



SB6336 George Cox X Fred Perry Heavy Canvas Monkey Boot

Unisex | 3-12

102 Black CF



SB7332 George Cox x Fred Perry Heavy Canvas Monkey Boot

Unisex | 3-12

X16 Mid Sand



Q324COMB

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