



THE GREAT OUTDOORS

Embrace the freedom of nature, with Fred Perry's latest collection, in stores now

Fred Perry's A/W11 womenswear collection, available now at their new Deira City Centre store, embraces the liberating, happy-go-lucky spirit of post-war Britain, with a simple, active sportswear philosophy: natural fibres that are warm, breathable and beautiful (like gorgeous cotton, linen and lambswool).

Referencing the past in colour, fabric and details, but delivering a contemporary vision that follows seamlessly on from the paired-back boyfriend styling of the summer. Think outdoor pursuits meets tomboy cool.

The palette is strong, with nutmeg, chilli and shades of blue lightened with off-white milk at the core of the range. The outdoorsy heritage comes through in dark maroon, ivy leaf, light grey, graphite marl and indigo dyes. Dark brown corozo buttons and leather trims are clear cues from the past. So step back in time with Fred Perry's retro vibe.



FRED PERRY