



**BEN SHERMAN®**

*Original*

*Since 1963*

SPRING / SUMMER 2018



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PRESENTS

# PEACOCK REVOLUTION

S P R I N G / S U M M E R 2 0 1 8

*The SS18 collection takes inspiration from the Bohemian and psychedelic movements of the 1960's. Embracing the effortless style and flamboyance of the 1960's 'Peacocks', a moniker given to men who pioneered a distinct and colourful dress sense, the collection sees traditional patterns given a contemporary twist for the modern man.*

Re-visiting Ben Sherman's heritage and love of music, the collection gives a nostalgic nod to the music and iconic festival posters of the 60's. Sharp, warped patterns are teamed with classic stripes and checks that are given an irregular twist. Tailoring is soft and relaxed creating a contemporary silhouette that is still reflective of the season's psychedelic inspiration. Expect rich patterns of florals, vintage, British and spring floral art patterns are used throughout the collection and set against functional utility elements to balance the look.

From spring the collection moves seamlessly into a summer selection that further embraces the nature of the 'Peacock'. Staples such as printed shorts are worn with deconstructed summer blazers and soft linen separates.

The palette for the season is rooted in indigo and denim shades for outerwear, shared with bolder hues of brick and tan. Jerseys and shirting see a fresh summer palette of new brights of burnt sienna and pineapple. Suede jackets, a fluid hooded parka, lightweight wool drawstring trousers and the warped gingham shirt are the key directional pieces of the collection, in shades of dark denim, claret red and soft pinks, all forming the essence of the 60's psychedelic Peacock shared with a contemporary Ben Sherman sensibility.



























a  
**Ben Sherman**  
original

## THE ARCHIVE SHIRT COLLECTION



*A collection of limited edition shirts from the archives*



In 1963, Ben Sherman redefined the shirt, taking it from a staple to a statement. This spirit of innovation is what the company is built on and it remains as true today as it did over 50 years ago. For the first time, Ben Sherman opens up the original shirt archives taking you back to where it all started with a capsule collection of reissued classic Ben Sherman shirts.

To truly represent the original Ben Sherman shirt, the iconic details are present: the button down collar, chest pocket, box pleat, locker loop, the back neck button, and most importantly the famous signature tab branding on the left chest. The focus on authenticity goes right down to the smallest detail including inside labels and shirt packaging ensuring The Original Shirts are presented in exactly the same way Ben Sherman sold them from his very first store in Brighton.



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# PEACOCK REVOLUTION

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## PRODUCT

### FRONT COVER

PSYCHEDELIC FLORAL SHIRT - 0049010  
SKINNY CHINO / LIGHT GREEN - 0047815

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VINTAGE PEACOCK SHIRT - 0049027  
CHINO SHORT / DARK BLUE - 0048851

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SLIM LEG TROUSER - 0049116  
WARPED GINGHAM SHIRT - 0048985  
HOODED MAC - 0048867

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HONEYCOMB COLLAR POLO - 0048953  
SKINNY CHINO / DARK BLUE - 0047815  
GINGHAM CHECK BOMBER - 0048871

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WARPED STRIPE POLO - 0048932  
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SKINNY RINSE WASH DENIM - 0050593

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PSYCHEDELIC FLORAL SHIRT - 0049010  
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RILEY ARCHIVE SHIRT - 0049987  
HOVE ARCHIVE SHIRT - 0049988

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