

One shirt, for ever.

Fred Perry has never adjusted its course for anyone. Never been a slave to fashion. Never tied itself to the latest subculture. True integrity endures and is understood by those who know.

Mods, Suedeheads, Skins, 2-Tone, Perry Boys, Northern Soul and Britpop, and it stays at the heart of today's British subcultures. They all bought into Fred Perry.

FRED PERRY

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