



ABC 123 me

We make fuss free, clean line, everyday luxury basics in beautiful colours. Our clothes are super soft and low on branding but high on ease, style and wearability.

Our AW15/SS16 collection is concise and carefully edited to echo the classics but to keep things light and fresh.

While tshirts come in plain easy match block colours, the devil is in the detail with light distressing all over for that lived in, pre-loved feel in the softest of cotton. Pull on distressed cotton sweatshirts in grey marl, khaki and white keep the preppiest outfit on trend while our henleys, hoodies and outdoor hooded jackets transcend the seasons, layered up for winter, carefree and easy for the spring summer months.

Prints are revisited so that our camouflage comes in the softest of greens made to mix and match with their plain jade and teal counterparts.

Bright as buttons chinos brighten up the dullest autumnal day and are thrown together with a selection of deep, rich coloured outdoor jackets – some plain, some with hidden surprises (cheetah, stars). Their summery shorts cousins take you from beach to the smartest beachside shack teamed with jewel toned distressed tshirts.

Light as a feather parkas echo a sixties essential while our Breton striped shirts in purples and apple greens update a perennial French coastal classic.

Savile Row developed vintage wash suits in easy care corduroy remain a constant in our collections, for AW15/SS16 updated in black with cheetah trim. Loosen them up with a hoodie, mix them up with a slim fit trackpant or wear as they are for the times in life when a tracksuit just won't cut it, they remain a modern classic. Relaxed in cut and supersoft to the touch, even the most suit-and-jacket-resistant child's resolve crumbles in the face of its ease and softness. Formal - revisited and reworked.

We choose and treat all our fabrics with care: 100% soft cotton corduroy, 100% cottons and organic cottons for our hoodies and tshirts that don't bobble.

Find us at www.abc123me.com