

PENFIELD at PITTI

Heritage Outerwear Brand to Showcase AW24 Collection at Menswear Trade Show

Brand Machine Group proudly announces the debut of Penfield at Pitti Uomo, Europe's foremost menswear fashion platform. This marks a significant milestone since the brand's acquisition in 2021. As guardians of Penfield's legacy, Brand Machine Group are excited to unveil the AW24 collection showcasing the brand's evolution under their stewardship.

Uniting Penfield's storied past with a modern, relevant aesthetic, the interactive stand promises an immersive experience, inviting visitors to explore the collection; feel the high-quality fabrics, and witness the essence of innovation and craftsmanship synonymous with Penfield since 1975. Showcasing new classics influenced by the indomitable 'New England Spirit', the exhibit will also feature the latest additions to the Icons Collection - a curated selection of Penfield's most revered archive pieces, authentically restored and refreshed for a new generation.

FW24 "NEW ENGLAND SPIRIT"

Penfield was founded in Hudson Massachusetts by Harvey Gross, a pioneering figure in the American outerwear industry. Penfield was at the forefront of the New England aesthetic and is known for its authentic blend of technical fabrics and preppy heritage menswear Icons. Tapping into the brand's legacy, AW24 celebrates the spirit of New England with its famous Ivy League style, stunning landscapes, and unique fauna.

Paying homage to the rich tapestry of New England, Penfield's AW24 collection is a masterful blend of tradition and modernity. The collection artfully pays homage to the region's natural beauty, with the omnipresent Black Bear making its mark through detailed embroidery and prints. Nature's influence extends further to include the native Mallard Duck and a captivating Mountain Back Graphic, a nod to the majestic mountains that initially sparked the brand's inception.

Introduced as part of the Icons Collection, the Bowerbridge is a heavyweight choice for supreme warmth and comfort. Boasting Penfield's heritage 60/40 fabric, the wind and rain resistant piece is updated with a stunning Ivy League tie jacquard favourite.



Rugged Americana returns with the welcoming silhouette of the iconic Rockford in both jacket and gilet forms. AW24 debuts two new colourways: a sophisticated capulet olive and a contrasting sodalite blue option. Versatility is accounted for by the Outback Vest, a signature layering piece that has been a staple of Penfield's line-up since day one. Weatherproof and stylish, these contributions are thoughtfully complemented by the Textured Check Mattawa, a plush borg zip-up decorated with a fresh reinterpretation of the classic buffalo check. This collection is furthered by the arrival of new outerwear options in a range of functional weights and silhouettes, as well as trend-lead everyday options including fleeces and overshirts; all available to sample at the Penfield stand at Pitti.

Intricately designed and thoughtfully curated, Penfield's AW24 collection captures the essence of New England's spirit, offering a timeless fusion of style, functionality, and innovation. Visitors to Pitti are invited to witness the reintroduction of Penfield for a new era, where the brand's heritage, craftsmanship, and timeless style take centre stage, continuing to capture the hearts of wandering spirits in the world of menswear. 'For Life in the Open'.

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