



By Appointment to
H.R.H. The Prince of Wales
Suppliers of Fishing Tackle
and Waterproof Clothing
Farlows Group Ltd. London

farlows

SINCE 1840

AW24 COLLECTION CUSTOMER PACK



**MADE IN
BRITAIN**



WELCOME TO THE FARLOWS

AUTUMN/WINTER 2024 COLLECTION

The products we produce and the way we produce them is dictated by the core values at the heart of our brand. These are unchanged from when Charles Farlow started the company back in 1840 - we still strive to provide the finest quality products, expert knowledge and friendly advice. Innovation has also been part of our brand DNA since day one (Charles Farlow had 14 patents to his name). It's what drives us to continually create better products every year, with a relentless focus on improving garment performance, fit and value. We make products that are properly fit for purpose.

We're also a British brand and purposely choose to ensure that our own range is British made (with the exception of our shirts, knitted ties and loden fabric which are made in Europe). We take great care selecting the very best suppliers and craftsmen from all corners of Great Britain to work with, and you'll find a bit more detail on this later on.

Our vision at Farlows is that every generation is inspired to love game fishing and shooting as much as they are to preserve them for the future. We believe that as a company we are responsible for achieving the highest standards

of environmental practice and for operating in a sustainable manner. Farlows Group Ltd (which owns both the Sportfish and Farlows brands) received Planet Mark Business Certification in 2022, an internationally recognised sustainability certification for business acknowledging continuous progress and encouraging action. Measuring our own carbon footprint has been a critical step in reducing our impact on the planet and society and I'm very proud that in our first year we reduced it by 7.6%. And we're committed to reducing our carbon footprint every year by at least 5%, striving for net zero carbon emissions by 2030.

We're also proud to actively support a number of charities in whatever ways we can to help the conservation of our fish and rivers, to protect and promote sustainable shooting, biodiversity and the rural community, and to encourage new audiences into the sports we love. If we all do at least our bit in these and similar ways, we can really begin to make a positive difference.

Robin Philpott - Director & CEO

PROUD TO SUPPORT:



COMMITTED TO REDUCING OUR CARBON EMISSIONS:





A WORD FROM JACK GREGORIE, FARLOWS PRODUCT MANAGER & HEAD OF SUSTAINABILITY

Welcome to our AW24 Farlows collection showcase. Scottish tweeds have always played a big role for us, and this year is no different, with tweed at the heart of our AW24 collection. Tweed is a truly remarkable fabric that has survived the test of time since being first used for outerwear in the 18th century by Scottish farmers who needed to endure the harsh winter weather. It remains mostly unchanged since then and is still used and worn with pride by country folk up and down the British Isles and indeed, across the world. Dubbed the 'original performance fabric', in a world of throwaway and fast fashion and synthetic outdoor clothing, this 100% natural fibre still stands its ground with pride and efficiency. Our tweeds have been brought into modern day life to cope with everything that this entails, with up-to-date refreshing but practical designs, sustainable production practises and Teflon finishes to give extra water repellency.

Alongside our collection of tweeds for AW24, we also utilise two different grades of loden and a variety of cottons too. Our lodens are another example of fantastic craftsmanship of a 100% woollen fabric and loden sits very close to tweed with its core purpose and properties. Our lodens are milled for us in Austria by one of the oldest Loden mills in the world and our cottons are all produced by Halley Stevensons in Dundee, Scotland, one of the best cotton manufacturers there is.

We are incredibly proud to have nearly all of our collection made in the UK. We believe the quality of UK made fabrics, clothing and accessories is unrivalled and we are in a fortunate position where we are really able to showcase 'the Best of British' and what our British manufacturers are capable of. There are, however, some exceptions to this and for our shirts, silk knitted ties and loden we do use a handful of makers in Europe who are at the top of their field.

For AW24 we have lots of exciting newness for the Farlows collection. Our new Donegal Raglan coat is a true heirloom piece, and we have an exciting new shooting vest addition with the Berwick Nehru. In the ladies collection we have developed a fantastic new tweed for our Sloane Wrap coat, along with the exciting new addition of the Lunna field coat and its natural undyed tweed. Our much-loved knitwear collections have also developed further with some fine examples showcased here. To sit alongside our clothing collections, we have an array of accessories to complement all aspects of country life.

We hope you enjoy viewing the highlights of our AW24 collection and look forward to seeing you in our newly refurbished store in the not too distant future.



FARLOWS LITCHFIELD FIELD COAT

- Tweed pattern / colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed, then coated in a fine layer of Teflon coating for further water repellency
- Fabric then sent to Northamptonshire, England to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- 18oz tweed with hard pressed finish for extra durability
- Drop membrane waterproof liner for optimum movement and performance characteristics of the tweed and the coat
- Wool / alpaca mix loden lining in collar for extra warmth & comfort
- Hard wearing metal double zip
- Fleece lined hand warmer pockets
- Large bellowed cartridge pockets, with fastening straps
- High strength cotton used across garment (buttons & stitching).
- Extra length for added weather protection
- Double vent at rear with snaps for added movement
- Fixed rear half belt
- Woollen storm cuff for weather protection
- Alcantara (man-made hard-wearing suede) trimming in high wear areas (cuffs, entry points to cartridge pockets).
- Half raglan / half set-in sleeve with action back for maximum freedom of movement around shoulders and arms
- Main zip storm flap for extra weather protection
- Rubberised snaps used all over which help avoid damaging gunstocks
- Military twill luxurious lining with heavy weave cotton lower drip strip
- One zippered and one buttoned internal breast pocket, one large button fastened internal pocket for stowing caps / ear protection



Moss Glenugie
check 430g/m



Green
Herringbone
500g/m

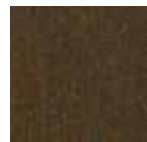


Ettrick Rust
640g/m

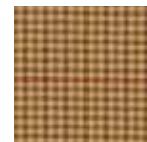


FARLOWS BERWICK SHOOTING VEST

- Tweed pattern / colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed, then coated in a fine layer of Teflon coating for further water repellency
- Fabric then sent to Northamptonshire, England to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Large bellows cartridge pockets
- High strength cotton used across garment (buttons and stitching)
- Double shallow vent at rear for added movement
- Button adjustable half belt
- Military twill luxurious lining
- Nehru collar lined with Alcantara for extra warmth & style
- One zippered internal breast pocket
- Alcantara tipping on pocket entry
- Alcantara shoulder patch for durability



Green Herringbone
500g/m

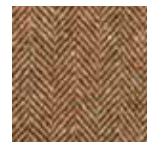


Orange Shepherds
545g/m



FARLOWS DONEGAL RAGLAN OVERCOAT

- High quality 100% woollen Donegal tweed, milled by Magee, Ireland
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Fleece lined hand pockets
- High strength cotton used across garment (buttons and stitching)
- Large up / down collar for added weather protection
- Button through front fastening
- Deep single vent at rear for added movement
- Working tab and button cuff
- Raglan sleeve construction for maximum freedom of movement around shoulders and arms
- Top stitched seams across garment for extra detail
- Military twill luxurious lining in sleeves and shoulders
- Woollen lining from chest down for maximum warmth
- One zippered internal pocket

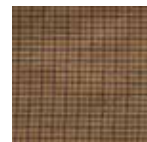


Brown Broadset
Herringbone 560g/m



FARLOWS NORFOLK JACKET

- Tweed pattern / colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed, then coated in a fine layer of Teflon coating for further water repellency
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Heavyweight tweed with hard pressed finish for extra durability
- Fleece lined hand warmer pockets
- Large bellows cartridge pockets, with fastening straps and heavy cotton lined envelope flap
- High strength cotton used across garment (buttons and stitching)
- Button fastened storm collar and lapel for added weather protection
- Double vent at rear for added movement
- Fixed rear half belt
- Working single button cuff for flexibility
- Set-in sleeve with action back for maximum freedom of movement around shoulders and arms
- Military twill luxurious lining
- One zippered and one buttoned internal breast pockets



Dark Olive
Houndstooth
500g/m



Green
Herringbone
500g/m



FARLOWS RUDHAM NEHRU VEST

- Tweed pattern / colours unique to Farlows
- 100% Shetland wool making it more versatile, soft and warm
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed
- Fabric then sent to Northamptonshire, England to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Nehru stand up collar with wool / alpaca mix
- Ioden (navy) or Alcantara (green) lining in collar for extra warmth and comfort
- Large lower patch pockets with hardwearing cotton lining
- 5 button fastening with double spaced gap at bottom for added movement
- Double vent for added movement
- Tonal military twill luxurious lining
- Internal zippered breast pocket



Dark brown
WP Shetland
390g/m



Navy Hopsack
430g/m



Red/gold WP
430g/m



FARLOWS SPORTS JACKET

- Tweed pattern / colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Heavyweight tweed with hard pressed finish for extra durability
- Two jetted flap hand pockets, and one breast pocket
- High strength cotton used across garment (buttons and stitching)
- Double vent at rear for added movement
- Four button cuff
- Military twill luxurious lining
- Two internal button fastened breast pockets



Olive Claret
WP 430g/m



FARLOWS FAIRFORD FIELD COAT

- High quality loden milled by Leichtfried, Austria, coated in a fine layer of Teflon coating for further water repellency
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand
- Rigorous quality control inspection by people not machines
- Drop membrane waterproof liner for optimum breathability and performance
- Wool loden lining in collar for extra warmth and comfort
- Hard wearing metal double zip
Fleece lined hand warmer pockets
- Large bellows cartridge pockets, with fastening straps and heavy cotton lined envelope flap
- High strength cotton used across garment (buttons and stitching)
- Button side adjusters on back half belt
- No internal cuff so garment can be worn over tailoring
- Alcantara (man made hard wearing suede) trimming in high wear areas (cuffs, entry points to cartridge pockets)
- Main zip storm flap with real horn button closures for extra weather protection
- Military twill luxurious lining with heavy weave cotton lower drip strip
- One zippered and one buttoned internal breast pockets

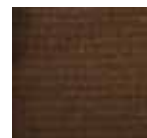


Loden check
430g/m



FARLOWS WOMEN'S COTSWOLD TWEED FIELD COAT

- High quality tweed, pattern and colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed, then coated in a fine layer of Teflon coating for further water repellency
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Drop membrane waterproof liner for optimum movement and performance characteristics of the tweed and the coat
- Stand-up collar with tonal Alcantara lining for extra comfort
- Hard wearing metal double zip
- Fleece lined hand warmer pockets
- Large bellows cartridge pockets, with fastening straps and heavy cotton lined envelope flap
- High strength cotton used across garment (buttons and stitching)
- Extra length for added weather protection
- Figure complementing plain back panel which provides a flattering drape
- Woollen storm cuff for weather protection
- Alcantara (man made hard wearing suede) trimming in high wear areas (cuffs, entry points to cartridge pockets)
- Raglan sleeve with large vertical inverted pleat for maximum freedom of movement around shoulders and arms, creating a flattering silhouette
- Main zip buttoned storm flap for extra weather protection
- Military twill luxurious lining with heavy weave cotton lower drip strip
- One zippered and one buttoned internal breast pockets, one large button fastened internal pocket for stowing caps / ear protection



Brown / Pumpkin
Shepherds check
430g/m



Brown double
check 430g/m



FARLOWS WOMEN'S LUNNA FIELD COAT

- Scottish high quality 100% Shetland undyed wool
- Tweed milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Drop membrane waterproof liner for optimum movement and performance characteristics of the tweed and the coat
- Standup collar with tonal Loden lining for extra comfort
- Hard wearing metal double zip
- Fleece lined hand warmer pockets
- Large bellows cartridge pockets, with fastening straps and heavy cotton lined envelope flap
- High strength cotton used across garment (buttons and stitching)
- Extra length for added weather protection
- Figure complementing plain back panel which provides a flattering drape
- Woollen storm cuff for weather protection
- Alcantara (man-made hard-wearing suede) trimming in high wear areas (cuffs, entry points to cartridge pockets)
- Raglan sleeve with large vertical inverted pleat for maximum freedom of movement around shoulders and arms, creating a flattering silhouette
- Main zip buttoned storm flap for extra weather protection
- Military twill luxurious lining with heavy weave cotton lower drip strip
- One zippered and one buttoned internal breast pockets, one large button fastened internal pocket for stowing caps / ear protection

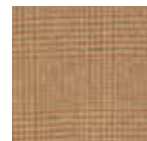


Lunna undyed Shetland
390g/m



FARLOWS WOMEN'S SLOANE WRAP COAT

- High quality tweed, pattern and colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand
- Rigorous quality control inspection by people not machines
- Mid calf length, belted wrap coat
- 3 rear belt loops enabling belt to be tied on the back
- Deep rear vent for movement and a flattering drape
- Wide lapel and collar
- 2 welted hand pockets



Dusky Glen check
500g/m



FARLOWS WOMEN'S TWEED CAPE

- High quality 100% woollen tweed
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand
- Rigorous quality control inspection by people not machines
- Up / down collar lined with Alcantara for comfort & warmth
- Alcantara tipping sleeve detail and pocket entry
- 2 x welted hand pockets
- Covered button through front fastening
- Alcantara trimmed buttons
- Farlows signature military twill lining
- Deep inverted pleat at rear for maximum movement and a flattering drape



Autumn check
430g/m

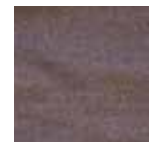


FARLOWS WOMEN'S BURNHAM TWEED VEST

- High quality tweed, pattern and colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed, then coated in a fine layer of Teflon coating for further water repellency
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand
- Rigorous quality control inspection by people not machines
- Nehru high collar
- Large bellows cartridge pockets
- High strength cotton used across garment (buttons and stitching)
- Double shallow vent at rear for added movement
- Button adjustable half belt
- Military twill luxurious lining
- Tonal Alcantara entry point to cartridge pocket for maximum durability
- One zippered internal breast pocket



Spruce / Thistle
check 430g/m



Brown Herringbone
430g/m

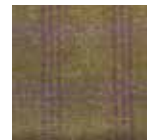


Autumn check
430g/m



FARLOWS WOMEN'S HAMPTON TWEED JACKET

- High quality tweed, pattern and colours unique to Farlows
- Milled by Lovat Mill in Hawick, Scotland, sent to finishers and washed in waters from the Tweed
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years' experience. Marked, cut, sewn by hand
- Rigorous quality control inspection by people not machines
- Small action back for added movement with Alcantara detail
- High collar for extra warmth and weather protection
- Large fleece lined hand pockets, capable of holding cartridges
- Hard wearing metal double zip
- Double rear vent for added movement with button and Alcantara detail
- Button cuff detail on sleeve



Spruce / Thistle
check 430g/m



FARLOWS WOMEN'S COTSWOLD SUPER DRY WAX COAT

- Super dry waxed premium tough cotton, milled by Halley Stevensons in Dundee, Scotland
- Cotton yarns impregnated with dry wax, giving the same weather protection and durability as traditional wax, but making it lighter with no wax residue
- Fabric then sent to Northamptonshire, England, to our master coatmakers, with over 40 years experience. Marked, cut, sewn by hand. Rigorous quality control inspection by people not machines
- Alcantara lined collar, which can worn up or down
- Hard wearing metal double zip
- Fleece lined hand warmer pockets
- Large bellows military styled cartridge pockets
- High strength cotton used across garment (buttons and stitching)
- Woollen storm cuff for weather protection
- Full raglan sleeve for style and maximum movement
- Main zip storm flap for extra weather protection
- Lightweight military twill lining for luxurious feel and ease when putting on / removing coat
- One zippered internal breast pocket





Farlows Rudham in green and red / gold WP



Farlows Fairford with Fairisle slipover



Farlows lambswool sportshirt in caspian



Farlows Poppy Fairisle jade's dairy green



Farlows lambswool chunky rollneck moss



Farlows Poppy Fairisle jade's dairy green oatmilk



Farlows lambswool rollneck dark natural



Farlows Lilly Fairisle jumper sienna brown



Farlows Lorna Fairisle jumper starnight blue with ice sea



Farlows sheepskin gilet in olive



Farlows tweed jerkin dusky glen check



Farlows Cotswold loden field coat