



# LOOKBOOK

2023

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ENGLISH



**UP  
YOUR  
GAME**

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**WITH OUR NEWS  
FOR 2023**

# WHAT'S NEW?



## NEW STYLE

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CLASSIC  
LONG SLEEVE T  
180L





# NEW COLOURS

FOR THE AUTHENTIC  
COLLECTION AND THE  
CLASSIC T



# MORE SIZES

FOR THE  
AUTHENTIC  
COLLECTION





# T E A M I M E



# T-SHIRTS

THE TEAMWEAR STAPLE



From classic to pure organic, from HD to workwear - now with more sizes and colours than ever, a Russell T-shirt will always be the right choice.





YOUR LOYAL  
ALLY FOR  
DECADES  
RUNNING!

# POLOS

SPORTINESS

MEETS ELEGANCE





AN ALL  
ROUND  
TEAM  
VICTORY





# POLOS

FROM SPORTS TO CORPORATE WEAR



Its success story is no surprise.

Light and durable yet elegant without being overdressed, a polo shirt is a true all-rounder and a score for any team outfit.



THE  
ORIGINAL  
**TEAMWEAR**







# SWEATSHIRTS

OUR INVENTION THAT STARTED IT ALL



When Benjamin Russell introduced his design for an all cotton sweater, he pioneered sports teamwear forever. This original spirit of the sweatshirt remains a key moment in team culture.

Our new Authentic colours hold up this spirit. Most carefully considered, the new palette is not only spot on trend but here to make a mark and stay.

From collegiate uniforms to corporate teamwear, our Russell Sweatshirts are true timeless classics.



LET ORGANIC  
COTTON BECOME  
YOUR BETTER  
STANDARD FOR  
TEAMWEAR





# PURE ORGANIC

THE CONSCIOUS COLLECTION



Promoting environmentally friendly, durable and fairly produced clothing is close to our hearts and at the core of our Pure Organic® Collection.

Made from 100% organic cotton, the Pure Organic® Collection excels in both design and quality.



YOUR

COLLEAGUES

YOUR

TEAM



RUSSELL COLLECTION

*THE RUSSELL COLLECTION  
IS AT THE CORE OF  
MODERN CORPORATE WEAR.*



**RUSSELL** SINCE 1902  
**COLLECTION**



# SHIRTS BLOUSES KNITWEAR



From rugged business casual to smart looks and formal styles – Russell Shirts, Blouses and Knitwear cover the full range of needs as diverse as the whole of your team.



# THE LIGHT LAYER

WITH YOUR TEAM ALL THE WAY!







*MICRO AND  
OUTDOOR FLEECE  
FOR EXTRA PROTECTION*

# DURABLE FLEECE



Russell Fleece is an ultra versatile layer for any season.  
For extra warmth in winter, crisp spring days, chilli summer evenings or misty autumn days.

Fleece is a team mate with you all year long.





# JACKETS

COMPLETE YOUR  
TEAM OUTFIT

I N S U L A T E D  
S O F T S H E L L  
H A R D S H E L L





# JACKETS

A STRONG PLAYER, A RELIABLE TEAM MATE



Russell Jackets offer more than just shielding from bad weather.

Smart, functional details for travelling and workwear needs, combined with modern fabric technology and contemporary fits make all of our Jackets a secret weapon in any corporate team outfit.



# WORKWEAR

YOUR TRUSTED WORKMATE



Russell Workwear is your companion you can rely on.

Made for extra durability and practicality, this collection is a valuable tool for any hands-on team!





# SCHOOLGEAR

A CLASS OF ITS OWN



Russell Schoolgear is a perfect fit for all our little team players.  
Comfortable, durable and well designed, Russell Schoolgear is a joy to wear.

An outstanding choice and a comprehensive collection of smart Polos, Knitwear, Sweats, Jackets and T-shirts reflects the high standards of any institution or team.



POLOS  
SWEATS  
JACKETS  
T-SHIRTS  
KNITWEAR



RUSSELL  
SCHOOLGEAR

**belong**  
TO A BETTER  
FUTURE





# RUSSELL

BELONG TO A BETTER FUTURE



For years, we have been doing the right thing when it comes to acting respectfully and being sustainable. While we have made a lot of progress, we also realise that there is much more to do. That is why we are committed to doing even more and to make our goals and achievements public. The embodiment of this commitment is BELONG TO A BETTER FUTURE - our sustainability plan to deliver great products, fit for our changing world.

# DISCOVER HOW WE WORK

## SUPPLY CHAIN TRANSPARENCY

Today, we already disclose 100% of our Tier 1 suppliers, owned facilities and licensees' factories.

We have a commitment to map our entire supply chain back to raw materials by 2025. In 2021, we mapped 18% of our Tier 1 supply chain, exceeding our annual phasing goal by 23%. Of those engaged suppliers, 45% were mapped back to raw materials.



## 75% WIND ENERGY

75% of the electricity we use in our Moroccan facilities comes from renewable energies (wind farm).

## DIVERSITY

We believe our differences make us stronger and for this reason, we are committed to creating a workplace where everyone is treated with respect and empowered to contribute equally. We want to foster an inclusive culture of belonging for all employees, an intention that refines our focus on attracting, retaining and developing diverse talent.



# FOR A BETTER TOMORROW

## ORGANIC COTTON

Driving awareness on environmental issues and quality are the core values of our Russell Pure Organic® products which are made from 100% Organic cotton.

We want to support your efforts in making the world a better place by offering eco-friendly, long lasting and fair produced clothing.

In addition, we are very proud that all of our Russell products are tested for harmful substances and certified according to STANDARD 100 by OEKO-TEX®.



## ZERO WASTE

Our sustained commitment to waste reduction means all our facilities are zero waste.

This vital achievement is made possible through process optimization at every location that looks to better utilize all fabric as well as collaborative partnerships across our supply chains to divert waste from landfills.

MORE INFORMATION ON OUR WEBSITE [RUSSELLEUROPE.COM](http://RUSSELLEUROPE.COM)

CERTIFICATIONS & MEMBERSHIPS



Member of amfori, the leading global business association for open and sustainable trade. For more information visit [www.amfori.org](http://www.amfori.org)

