

Brooks Brothers & Peanuts Unite: Snoopy in a Bow-Tie Blazer Capsule

Published on 25 Sep 2025 | By IFI Correspondent



Brooks Brothers has teamed with Peanuts for a new limited-edition capsule. Together, they reinterpret classic menswear with cartoon whimsy. Meanwhile, the Snoopy emblem anchors the collection. Thus, the brand bridges nostalgia and tailored elegance.

The Blazer at Center Stage

At the heart is the *No. 1 Sack Blazer*. It comes in navy wool. It features a two-button front and soft shoulder structure. On the chest sits a Snoopy emblem. Also, it includes a red bow-tie motif under the emblem. The blazer mixes formality with fun.

Design Details & Fabrication

The blazer uses 100% wool. It's dry-clean only. It's imported. Meanwhile, its silhouette reinterprets Brooks Brothers' heritage. The "Sack" style is undarted, roomy through chest, tapered slightly below. Soft shoulders reduce formality. Thus, it leans toward comfort yet retains structure.

Beyond the blazer, the capsule includes preppy staples. For example, there's an Oxford cloth button-down shirt. Also, a red bow-tie and felted French-terry hat appear. Accessories deepen the theme. As *Esquire* put it, it is "Snoopy's most professional look yet."

A Nod to Brand DNA

Brooks Brothers has long championed Ivy League style. Peanuts has longstanding cultural influence. Therefore, this collaboration feels natural. Instead of wild gimmicks, the capsule respects both lineages. The gold buttons, repp stripes, crisp shirts—all reaffirm Brooks Brothers' identity. Meanwhile, Snoopy keeps it light.

Because the collection merges formal and playful, it appeals to broad audiences. Professionals may wear the blazer to semi-formal events. Fans of nostalgia will find joy in the Snoopy motif. Collectors of collaborations will value its limited nature. Moreover, younger consumers might love the mix of cartoon and tailoring.

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