

Paul Smith x Barbour: Playful British Heritage Meets Contemporary Design in New Collaboration

Published on 04 Oct 2025 | By IFI Correspondent



Paul Smith and Barbour Unveil Playful 23-Piece Collaboration

British fashion designer **Sir Paul Smith** has teamed up with heritage label **Barbour** to launch the *Paul Smith Loves Barbour* collection — a 23-piece line that merges **classic countryside style** with Paul Smith's signature wit and modern playfulness.

The collection reinterprets Barbour's iconic outerwear, including the **Bedale, Border, and Transport jackets**, alongside knitwear, T-shirts, accessories, and boots. Drawing inspiration from **British country shows**, the line is infused with unexpected colors, patchwork details, and quirky motifs — most notably the recurring **Friesian cow print**.

Country Classics, Reimagined

One of the standout designs is Barbour's **Bedale jacket**, reworked in bold **Paul Smith patchwork stripes** for both men and women, alongside striking block-color versions. The collection also features a longer **Border coat**, a shorter **Transport jacket**, and a versatile snap-in liner vest made from contrasting shirt patterns.

Beyond outerwear, the collaboration expands into **chunky speckled knitwear, waxed cotton bucket hats, rain boots, and playful enamel pin badges**. Pins shaped like a **parrot, cow, and rosettes** add a lighthearted touch, designed to clip onto jackets or hats.

An Authentic Meeting of Two Icons

Ian Bergin, Director of Menswear, Footwear and Accessories at Barbour, commented:

"There is always a certain wit that Sir Paul brings to the table which shines through in this collaboration. Beautiful garments, hidden touches and a playfulness in execution which melds with Barbour's practicality and style. The final result is a collection which genuinely feels like an authentic meeting of brands, with both Paul Smith and Barbour's quintessential spirits very present and visible throughout the pieces."

Heritage with a Twist

The **Paul Smith Loves Barbour** collection celebrates **British heritage fashion with a contemporary twist**, combining Barbour's craftsmanship and countryside practicality with Smith's **playful vision of color, pattern, and detail**.

The collection will be available through both **Paul Smith and Barbour retail channels**, bringing together fashion enthusiasts who value timeless design with a dash of eccentricity.

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