

John Smedley and Bill Nighy Reimagine British Knitwear with Exclusive Capsule Collection

Published on 10 Oct 2025 | By IFI Correspondent



? A Collaboration Rooted in Heritage and Authenticity

For over five decades, Nighy has considered John Smedley knitwear “a foundational part” of his wardrobe. This long-standing relationship inspired a partnership that blends **longevity, craftsmanship, and understated style**.

The collection features subtle tailoring cues — from **larger collars and sculpted ribs** to **sharp waistcoats and refined cardigans**, designed as a twin set that nods to traditional British suiting with an effortless twist. A standout inclusion is the **cashmere and merino Long Johns set**, a piece of personal significance to Nighy, who wears them on every film set.

? Personal Details and Craftsmanship

Reflecting Nighy’s understated style, **deep navy** dominates the palette, his favourite colour. Adding a personal touch, a **bird motif**—originally hand-drawn by Nighy on his film scripts—has been transformed into delicate embroidery throughout the range.

Each piece is **crafted in England** using the brand’s finest **merino wool, cashmere, and Sea Island Cotton**, reinforcing John Smedley’s commitment to heritage craftsmanship.

?? The Actor’s Perspective

Reflecting on the collaboration, Nighy said:

“If you’d told me when I was 17 that I’d be working with John Smedley to design a collection, I’d have arranged to be more cheerful in my early life.”

He added humorously,

“We were pioneers. As I got older, and Mod became Modernism, they remained an essential item. If I do nothing else with my life, there will always be this. Don’t forget to Disco.”

? Continuing a Legacy of British Craft

Jess McGuire-Dudley, Managing Director of John Smedley, shared:

“Working with Bill was a true lesson in considered design—every decision was intentional, from fabric to fit. His genuine connection to the brand came through at every stage.”

The first drop of the **unisex capsule** launches on **October 17, 2025**, at **JohnSmedley.com** and the brand’s **London boutiques**, with prices starting from **£200**. A second release follows in **February 2026**.

?? A Modern Chapter for a Historic Brand

Founded in **1784**, John Smedley holds the **Royal Warrant of Appointment from HM King Charles III** and remains the **oldest operational factory in the world**. The brand recently invested over **£3 million in new machinery** to expand third-party manufacturing and revive UK-based knitwear production.

The Bill Nighy collaboration stands as a testament to John Smedley’s mission — to merge **heritage craftsmanship** with **modern relevance**, proving that classic British knitwear can still define contemporary cool.

For more style updates & exclusive fashion stories, follow IndiaFashionIcon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.