

Triple Wimbledon champion Fred Perry played and fought his way through, always with style and despite the establishment.

In 1952, he founded the Fred Perry brand, designing his first pique shirt. That shirt, would transcend sportswear to streetwear on the backs of generation after generation of British youth subcultures. It is the start and end of everything Fred does, because it’s more than a shirt – it’s a rite of passage, it’s the uniform of the non-uniform.

Fred is proud to have a community of customers from all over the world, adopting the Fred Perry Shirt in their own unique way. Over the past 70 years, the Laurel Wreath has become a signature of both individuality and of belonging – from elite sports players, to fringe subcultures. The brand continues to celebrate diversity, with exciting collaborations with inspiring designers, musicians and artists.