



BERKELEY

SS24



Devoted to Quality™

We are devoted to quality. Every detail matters. We put all our knowledge, passion, and effort into our products. Just to fall in love with them. To make them be like our favorite song, food, or film. Things we never get tired of.

We do it with devotion. Our reward is your satisfaction.

“What really fascinates us with surfing is the kind of love we have for it. You know, you tend to fall in and out of love? It could be things you enjoy doing, or it could be women, or it could be friends, right? But with surfing, it has never been falling out of love. It's as if the love of surfing just keeps building stronger.”

THE WHITE SELVAGE DENIM

Worn By Peter & Jens

Their story is one of love. Of surfing. Of waves. Of friendship. A story about two friends on a never-ending chase for the next wave. Costa Rica. The US. Sri Lanka. France. Portugal. Sweden.
If there is a will, there is a wave.





2024

"I'd say music for me is like therapy. Making music is a practice that just gives me peace, and really calms me. Playing my instrument, the saxophone, centers me. It's something I feel that I personally need. My song writing is an extension of that. It's transformative for me."

THE WHITE SELVAGE DENIM

Worn By Braxton Cook

In the world of jazz, there are musicians, and then there are storytellers. Braxton Cook, with his saxophone as his quill, weaves intricate narratives through the language of music.

“My sketchbooks... I order them from a bookbinder where I get to choose my favorite paper, 150g uncoated. I always carry it with me. I do everything in these books. From grocery lists to designs. Everything is in here. It's more like a diary. Every project I do starts in this book.”

THE WHITE SELVAGE DENIM

Worn By Thomas Sandell

Humble, yet confident. Sophisticated, yet relaxed. Two simple phrases that concisely describe Thomas Sandell. With a happy twist of modernism, he has devoted the last 35+ years of his life to architecture and design.





“For me, Champagne is life. It is so much linked to the way I live. I try so hard to capture every detail that it becomes a link to me as a person. My personal history and the history that has its origins thirty million years ago in the soil created from the Inland Sea.”

THE WHITE SELVAGE DENIM

Worn By Richard Juhlin

For the initiated, Richard Juhlin needs no introduction. With a God-given sense of smell and taste, a computer-like memory, and sensitivity like few others, he's the uncrowned king of the world's most beautiful wine, Champagne.



2024

WHERE OUR PRODUCTS COME TO LIFE

The Berkeley Showroom

We created our showroom with the same devotion we put into every product. Each one of the 100 square meters have been carefully handcrafted to embrace every aspect of our brand. This is where our ideas are born and where we meet and develop together with our customers. We are looking forward to seeing you there soon. Welcome!

The Most Sustainable Garment Is the One You Wear the Longest

When launching our brand, almost 20 years ago, we had a clear ambition to design and develop long-lasting quality garments in timeless designs. That long-term philosophy has been woven into our company culture from the start. To us, the concept of buying less but buying better, forms the very foundation of sustainability over time. It drives everything we do. By constantly evaluating and improve our initiatives and efforts we are devoted to do what we can out of respect for our planet. Recent additions to our collection such as Carmel Jacket, Redding Vest and Commuter Padded Jacket have all been developed using recycled materials.

We are constantly working on shifting our classics to more sustainable options. Read more about our ongoing sustainability initiatives berkeleycompany.com. To further reduce our footprint, the carbon emissions from all Berkeley deliveries and returns with Postnord and UPS are 100% offset.





2024

Bluesign® SYSTEM PARTNER

We are excited to share the news that we have become a bluesign® SYSTEM PARTNER. The bluesign® SYSTEM is an internationally recognized and respected framework that promotes sustainable practices in the textile industry. By collaborating with bluesign®, we are committed to ensuring the responsible use of resources, minimizing our ecological footprint, and fostering safe and fair working conditions throughout our supply chain.

Through this partnership, we will take proactive steps to align our manufacturing processes with the bluesign® SYSTEM's rigorous criteria. This includes responsibly sourcing materials, reducing chemical usage, and implementing sustainable production methods. By adhering to these standards, we aim to deliver products that are not only of the highest quality but also minimize their impact on the environment



What's a bluesign® PRODUCT?

When you choose a bluesign® PRODUCT, you can trust that it has been manufactured with the utmost consideration for the planet and its resources. To earn the bluesign® PRODUCT label, every step of the production process undergoes rigorous assessment and approval. This includes the responsible sourcing of raw materials, the implementation of eco-friendly manufacturing techniques, and the assurance of worker health and safety. By adhering to these stringent standards, we can guarantee that our bluesign® PRODUCTS meet the highest benchmarks for sustainability and quality.

When you purchase a bluesign® PRODUCT, you are not only choosing a superior product, but you are also making a conscious decision to support a more sustainable future. Join us in embracing responsible consumption and be a part of the movement towards a more sustainable and ethical textile industry.



SMU COLLECTION

Fairmont

With a collaborative approach, we work closely with our promotion dealers to create specialized collections to meet specific needs from brands and organizations. Our process involves conceptualizing, designing, sourcing, production, order process, and distribution of products. Regardless of the specific design or development, we ensure that all our products meet the same exceptional standards of quality and sustainability as our permanent Berkeley range.

Within the Fairmont Collection, we've curated a selection of our top SMU items, featuring diverse production setups tailored to sustainability, MOQ requirements, and delivery times.



DEVOTED TO QUALITY™

Premium Selection

Making a quality garment is much like composing a tasty dish. Without quality ingredients, the end result is rarely any good. That is where we start. For our Premium Selection we've partnered up with some of the most acknowledged fabric and yarn makers in the world, such as Thomas Mason, Ventile®, Zegna Baruffa, Lane Borgosesia, and Albiate 1830. The garments themselves are made and assembled by expert craftsmen and craftswomen. Our small but carefully curated selection represents what we believe to be some of the very core items in a well composed wardrobe. The collection is constantly re-evaluated, updated, and evolved. Always with the same devotion to quality.

PREMIUM SELECTION







OUR HERO

The White Selvage Denim

We searched for a long time for a white shirt made from Japanese Selvage Denim. A shirt that, just like your favorite jeans, gets more character and patina the more it's washed and worn. We couldn't find one and decided to make it ourselves. The result is The White Selvage Denim, our Smart Casual interpretation of the white shirt. Made from a traditional selvage denim fabric woven in Okayama, Japan.

DENIM SHIRTS



THE SELVAGE DENIM TAILORED

Art.no: 3000032
Colour: White, Dark Indigo, Light Indigo
Sizes: 37-45



THE SELVAGE DENIM REGULAR

Art.no: 3000022
Colour: White, Dark Indigo, Light Indigo
Sizes: 39-47



THE WHITE DENIM POP-OVER TAILORED

Art.no: 3000332
Colour: White
Sizes: 37-45



THE WHITE DENIM POP-OVER REGULAR

Art.no: 3000322
Colour: White
Sizes: 39-47

NOTES



**JOHN ALAMEDA
INDIGO TAILORED**

Crafted from a 50% cotton and 50% linen fabric. The shirt has been garment washed to give it a worn and characterizing look out of the box.

Art.no: 3003732
Colour: Dark Indigo
Sizes: 37-45



**STEVE DELAWARE
DENIM TAILORED**

Steve Delaware Denim combines a denim fabric from the Italian weaver Albiato with a contemporary hidden button-down collar.
Art.no: 3003832
Colour: Light Indigo, Dark Indigo
Sizes: 37-45



**STEVE DELAWARE
DENIM REGULAR**

Steve Delaware Denim combines a denim fabric from the Italian weaver Albiato with a contemporary hidden button-down collar.
Art.no: 3003822
Colour: Light Indigo, Dark Indigo
Sizes: 39-47

NOTES

DENIM SHIRTS



DAVID PONOMA DENIM TAILORED

David Ponoma Denim is our classic take on the denim shirt, cut and sewn from a beefy and structured fabric.

Art.no: 3012032
Colour: Light Indigo, Dark Indigo
Sizes: 37-45



DAVID PONOMA DENIM REGULAR

David Ponoma Denim is our classic take on the denim shirt, cut and sewn from a beefy and structured fabric.

Art.no: 3012022
Colour: Light Indigo, Dark Indigo
Sizes: 39-47

NOTES

ITALIAN FLANNEL

John Cedar Flannel

The first thing you'll notice when touching this shirt is the incredible softness. Unlike your normal flannel it's also very lightweight. This is the consequence of Italian weaver Albini using very fine 80's 2-ply yarns in extra long staple (ELS) cotton. When washed and worn the shirt will develop a patina that reflects your everyday wear.

FLANNEL SHIRTS



JOHN CEDAR FLANNEL TAILORED

Art.no: 3012122
Colour: Offwhite, Navy Melange
Sizes: 37-45



JOHN CEDAR FLANNEL REGULAR

Art.no: 3012132
Colour: Offwhite, Navy Melange
Sizes: 39-47

NOTES



**JOHN SOLANO
OXFORD TAILORED**

This is as classic as it gets. A mid weight option made from an exclusive fabric by the italian weaver Thomas Mason.

Art.no: 3001332
Colour: White, Light Blue,
Sizes: 37-45



**JOHN SOLANO
OXFORD REGULAR**

This is as classic as it gets. A mid weight option made from an exclusive fabric by the italian weaver Thomas Mason .

Art.no: 3001322
Colour: White, Light Blue,
Sizes: 39-47

NOTES

OXFORD SHIRTS



JOHN SOLANO BAR STRIPE OXFORD TAILORED

This is as classic as it gets. A mid weight option made from an exclusive fabric by the italian weaver Thomas Mason.

Art.no: 3003632

Colour: Mid Blue

Sizes: 37-45



JOHN SOLANO BAR STRIPE OXFORD REGULAR

This is as classic as it gets. A mid weight option made from an exclusive fabric by the italian weaver Thomas Mason.

Art.no: 3003622

Colour: Mid Blue

Sizes: 39-47

NOTES



**PABLO BLAKE
OXFORD TAILORED**

A modernized staple oxford, featuring a contemporary cut-away collar.

Art.no: 3001232
Colour: White, Olive Dust,
Light Blue
Sizes: 38-45



**PABLO BLAKE
OXFORD REGULAR**

A modernized staple oxford, featuring a contemporary cut-away collar.

Art.no: 3001222
Colour: White, Olive Dust,
Light Blue
Sizes: 39-47

NOTES

PREMIUM SELECTION

Twill Shirts

A twill fabric is characterized by its distinctive diagonal weave and texture, creating a pattern of parallel ribs. The nature and prominence of the pattern depend on the thread count and the type and tightness of the twill weave. Usually, twill used for shirts has an extremely tight weave with a high thread count and a little bit of shine to it. Often, the fabric is treated to be iron-friendly and resistant to wrinkles, making it easy to maintain. We use a tight twill weave for our shirts preventing see-through, while also lending a soft and natural drape.

TWILL SHIRTS



PABLO SONOMA TWILL TAILORED

Sonoma Twill is a lightweight and soft fabric made from SUPIMA® cotton in 120's 2-ply yarns.

Art.no: 3000632

Colour: White, Light Blue

Sizes: 37-45



PABLO SONOMA TWILL REGULAR

Sonoma Twill is a lightweight and soft fabric made from SUPIMA® cotton in 120's 2-ply yarns.

Art.no: 3000622

Colour: White, Light Blue

Sizes: 39-47

NOTES

PREMIUM SELECTION

Linen Shirts

A linen shirt is often referred to as the ultimate summer companion due to its natural breathability and coolness. The fabric itself is made from durable fibers from the flax plant, making it highly absorbent and fast to dry. The threads are loosely woven into a relaxed fabric perfect for hot climates. The flax plant gives the shirts a dry hand to it and makes it wrinkle easier than a cotton shirt. We consider those two characteristics to be what blesses it with such a relaxed look and feel.





JOHN BELMONT LINEN TAILORED

John Belmont Linen has a button down collar and is crafted from an Italian Albini fabric made from French Normandy linen.

Art.no: 3003132

Colour: Charcoal, Sand

Sizes: 37-45



JOHN BELMONT LINEN REGULAR

John Belmont Linen has a button down collar and is crafted from an Italian Albini fabric made from French Normandy linen.

Art.no: 3003122

Colour: Charcoal, Sand

Sizes: 39-47

NOTES





**GEORGE PACIFIC
LINEN TAILORED**

This piece embodies summer relaxation, with its contemporary cut away collar and light character.

Art.no: 3002032
Colour: White, Light Blue
Sizes: 37-45



**GEORGE PACIFIC
LINEN REGULAR**

This piece embodies summer relaxation, with its contemporary cut away collar and light character.

Art.no: 3002022
Colour: Light Blue
Sizes: 39-47



**GEORGE PACIFIC BRETON
STRIPE LINEN TAILORED**

Art.no: 3002132
Colour: Mid Blue
Sizes: 37-45



**GEORGE PACIFIC BRETON
STRIPE LINEN REGULAR**

Art.no: 3002122
Colour: Mid Blue
Sizes: 39-47

NOTES



GEORGE PACIFIC
STRIPE LINEN TAILORED

Art.no: 3002232
Colour: Mid Blue
Sizes: 37-45



GEORGE PACIFIC
STRIPE LINEN REGULAR

Art.no: 3002222
Colour: Mid Blue
Sizes: 37-47

NOTES

PREMIUM SELECTION

David Seaside Linen

Developed with the well renowned Portuguese weaver Somelos, made and designed for warm summer days, David Seaside Linen is the natural casual option when temperatures start rising. When the shirt is used the characteristics of the garment dyed linen fabric is enhanced. It gets softer the more it's washed and worn while also developing a careful patina, not unlike a well used denim shirt.

LINEN SHIRTS



DAVID SEASIDE LINEN TAILORED

Art.no: 3002832
Colour: Navy, White, Graphite Green
Olive Dust, Graphite
Sizes: 37-45



DAVID SEASIDE LINEN REGULAR

Art.no: 3002822
Colour: Navy, White, Graphite Green
Olive Dust, Graphite
Sizes: 39-47

NOTES



2024

Shirts



THE BUTTON DOWN CLASSIC

Porto Oxford

There are few shirts as iconic as the Oxford. And Porto is as classic as they come. It's made from 100% organic cotton and designed with a box pleat for comfort and a cut-and-sewn placket at the front. The shirt is garment washed for increased softness. It's a yarn-dyed 50/1 (1-ply) x 24/2 (2-ply) 2-by-2 basketweave construction, woven by one of our partner fabric mills in Joane, Portugal. It's certified by OEKO-TEX® STANDARD 100, assuring the absence of harmful chemicals.



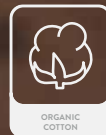
100% COTTON



2-PLY YARN

SECURE BUTTON
ATTACHMENT

GARMENT WASHED

ORGANIC
COTTON



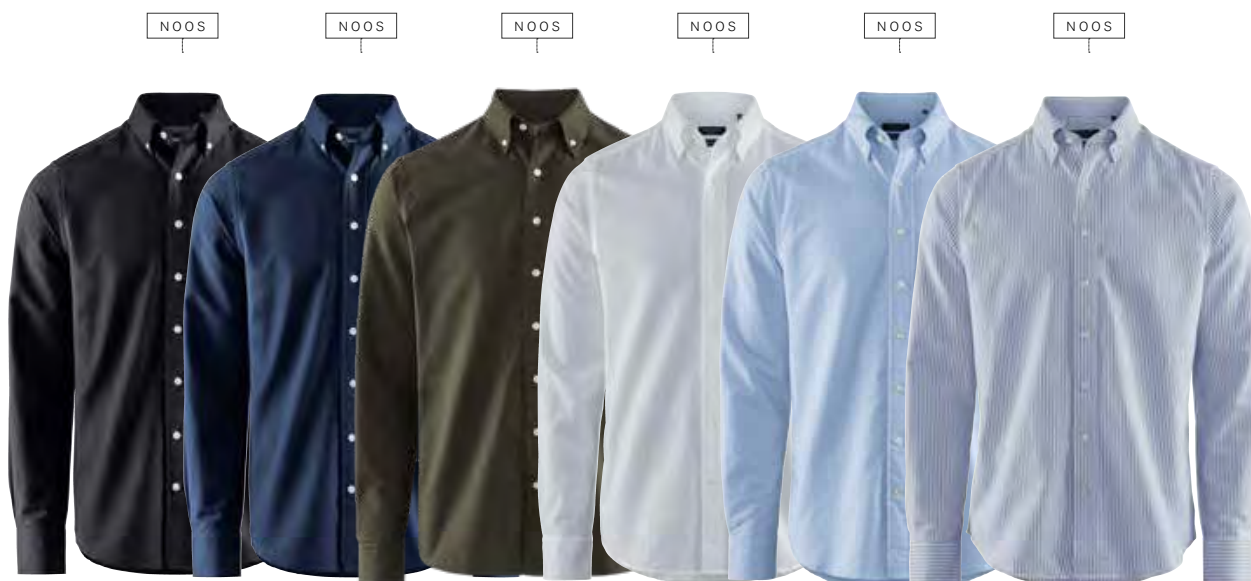


PORTO OXFORD TAILORED SHIRT /
STRIPED TAILORED

Art.no: 2010/2013
 Colour: Navy, White, Light Blue, Olive, Grey,
 Black / Light Blue Striped
 Sizes: S-4XL

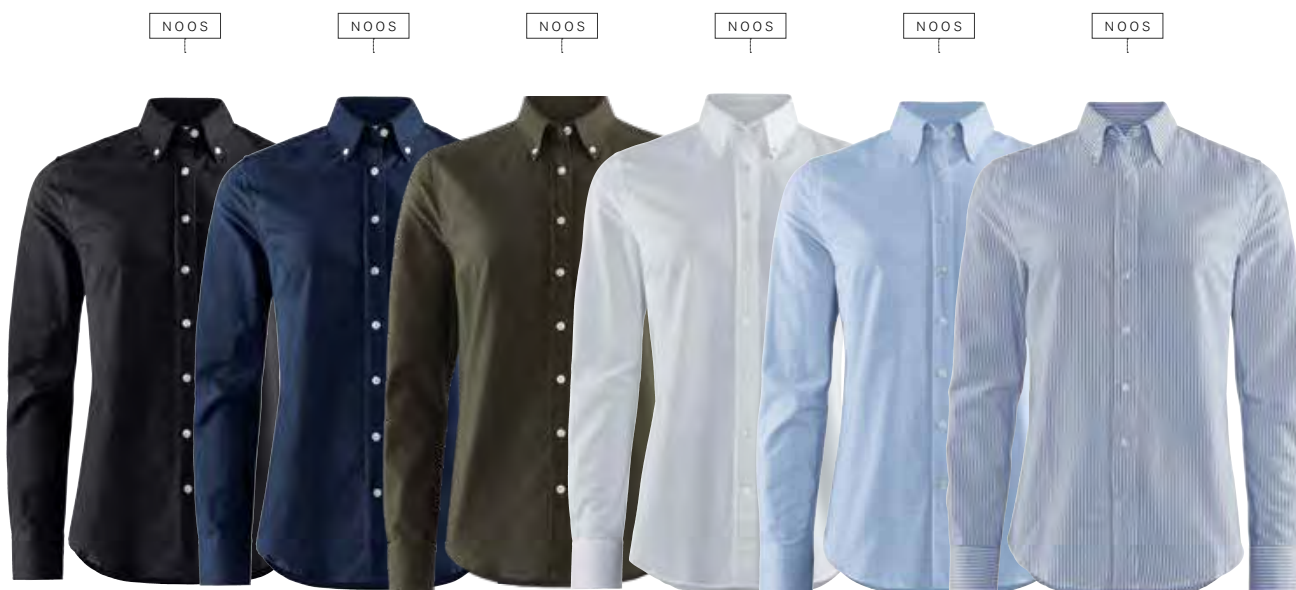
NOTES

PORTO



PORTO OXFORD REGULAR SHIRT / STRIPED REGULAR SHIRT

Art.no: 2009/2012
 Colour: Black, Navy, Olive, White,
 Light Blue / Striped Light Blue
 Sizes: S-5XL



W'S PORTO OXFORD SHIRT / STRIPED TAILORED SHIRT

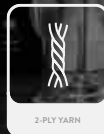
Art.no: 2011/2014
 Colour: Black, Navy, Olive, White,
 Light Blue / Striped Light Blue
 Sizes: XS-XXL

NOTES

WASH IT | HANG IT | WEAR IT

Non Iron

Designed and crafted to withstand a full day of activity and movement without wrinkling. The non-iron performance is a result of countless hours reviewing and testing weave techniques, density, and finishing methods. The shirts are made from an 80/2 x 80/2 (2-ply) 100% cotton twill fabric, finished with a non-iron treatment free from harmful chemicals, equipped with Ascolite® secured buttons and sewn with strong fused seams.







PLAINTON / STRIPETON /
CHECKTON REGULAR SHIRT - NON IRON

Art.no: 1978/1982/1985
 Colour: Navy, Black, White, Light Blue / Navy &
 White Striped / Navy & White Checkered
 Sizes: S-5XL



PLAINTON / STRIPETON /
CHECKTON TAILORED SHIRT - NON IRON

Art.no: 1979/1983/1986 Non Iron
 Colour: Navy, Black, White, Light Blue / Navy &
 White Striped / Navy & White Checkered
 Sizes: S-3XL

NOTES

NON IRON



W'S PLAINTON A-LINE SHIRT - NON IRON

Art.no: 1980 Non Iron
 Colour: Navy, Black, White, Light Blue
 Sizes: XS-3XL



W'S PLAINTON / STRIPETON / CHECKTON TAILORED SHIRT - NON IRON

Art.no: 1981/1984/1987 Non Iron
 Colour: Navy, Black, White, Light Blue / Navy & White Striped / Navy & White Checkered
 Sizes: XS-3XL

NOTES

NOOS



**DOVER DENIM
TAILORED SHIRT**

Art.no: 1564
Colour: Blue
Sizes: S-3XL

NOOS



**W'S DOVER DENIM
TAILORED SHIRT**

Art.no: 1565
Colour: Blue
Sizes: XS-XXL

NOOS



**CHILTON DENIM
REGULAR SHIRT**

Art.no: 1875
Colour: Denim Navy
Sizes: S-5XL

NOOS



**CHILTON DENIM
TAILORED SHIRT**

Art.no: 1736
Colour: Denim Navy
Sizes: S-3XL

NOOS



**W'S CHILTON DENIM
TAILORED SHIRT**

Art.no: 1737
Colour: Denim Navy
Sizes: XS-XXL

NOTES

Washed Denims

There really is something special about denim shirts. The textured surface, the deep color, and the patinating character of indigo. With time they tend to become some of the most used shirts in the daily arsenal. Our denims are made from yarn-dyed 2-ply denim twill fabric and garment washed for extra softness.



Tech Shirt

Multipurpose shirt that suits both the office and the active lifestyle. Made in a mix of 43% organic cotton / 53% recycled polyester / 4% elastane. Trimmed with tonal pearl effect buttons, a hidden button down shirt collar and cuffs for a more elegant look.



TECH SHIRT



TECH SHIRT

Art.no: 2403
Colour: White, Navy, Black,
Lt Grey Melange, Army Green
Sizes: S-5XL



W'S TECH SHIRT

Art.no: 2404
Colour: White, Navy, Black,
Lt Grey Melange, Army Green
Sizes: XS-3XL

NOTES



**STRIPEFIELD
TAILORED SHIRT**

Crafted from a yarn-dyed 100% long-staple cotton fabric woven from 80/2 x 80/2 (2-ply) cotton yarns and finished with an easy-iron treatment.

Art.no: 1527
Colour: Light Blue
Sizes: S-3XL



**STRIPEFIELD
REGULAR SHIRT**

Crafted from a yarn-dyed 100% long-staple cotton fabric woven from 80/2 x 80/2 (2-ply) cotton yarns and finished with an easy-iron treatment.

Art.no: 1526
Colour: Light Blue
Sizes: S-3XL



**W'S OXFORD
TAILORED SHIRT**

Shirt in cotton oxford with button down collar.

Art.no: 1579
Colour: Light Blue
Sizes: S-XXL



**OXFORD
REGULAR SHIRT**

Regular fit shirt in cotton oxford with button down collar and chest pocket.

Art.no: 1577
Colour: White
Sizes: S-XXL



**OXFORD
TAILORED SHIRT**

Tailored fit shirt in cotton oxford with button down collar.

Art.no: 1578
Colour: White, Light Blue
Sizes: M-3XL

NOTES





TWOFOLD SLIM FIT SHIRT

A classic business shirt, designed with a sophisticated cut-away collar and folded placket.

Art.no: 1155

Colour: White, Light Blue

Sizes: S-XXL



TWOFOLD REGULAR SHIRT

A classic business shirt, designed with a sophisticated cut-away collar and folded placket.

Art.no: 1107

Colour: White

Sizes: S-4XL



W'S TWOFOLD TAILORED SHIRT

A classic business shirt, designed with a sophisticated cut-away collar and folded placket.

Art.no: 1108

Colour: White, Light Blue

Sizes: XS-XXL

NOTES

SHIRTS



PLAINFIELD REGULAR SHIRT

Art.no: 1520
Colour: White, Light Blue
Sizes: S-3XL



PLAINFIELD TAILORED SHIRT

Art.no: 1521
Colour: White, Light Blue
Sizes: S, L



W'S PLAINFIELD TAILORED SHIRT

Art.no: 1522
Colour: White, Light Blue
Sizes: XS-3XL



W'S PLAINFIELD A-LINE SHIRT

Art.no: 1806
Colour: White, Light Blue
Sizes: XS-XXL

NOTES





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PARTNER**

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