



# KOY CLOTHING



*Worn Wild*

SPRING SUMMER 2025 COLLECTION

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## WORN WILD SPRING SUMMER COLLECTION 2025

We are proud to bring you our wildest collection yet. With new colours, new detail and new styles, this new collection deserved to be shown off in the wildest place we could find! After months of designing, creating and planning, we were fortunate enough to shoot the new SS25 collection at the incredible Wild Hill villa, situated at the highest point in the Maasai Mara. Surrounded by breathtaking views, iconic wildlife and spectacular skies, we were able to capture our latest pieces with a true essence of luxury safari.

This exclusive private villa really is one of the most extraordinary and inspiring places to experience the wonders of Kenya, and we cannot thank the team at Wild Hill enough for such an incredible opportunity.

We hope you enjoy the new collection and thank you for being a part of our journey towards making the world a brighter place through ethical and sustainable fashion.

With warm regards,  
Jimmy & Alastair

A handwritten signature in black ink, appearing to read 'Jimmy &amp; Alastair'.



**Alastair & Jimmy Scott**  
Founding Brothers

# THE MEANING BEHIND THE DETAIL



## TWO AFRICAN BORN & RAISED BROTHERS ON A MISSION

Koy Clothing was founded by two brothers, Alastair and Jimmy Scott, who set out on a mission to recognise, value, and support the continent they grew up in. Their journey began with a simple, yet meaningful gift - a Kikoy jacket designed by Alastair for Jimmy's 21st birthday. This jacket, with its rich Kenyan roots, marked the start of an adventure that would lead to the creation of a brand dedicated to celebrating African culture and craftsmanship in a luxury, yet ethically sustainable way.

Growing up surrounded by the vibrant culture, stunning landscapes, and the iconic Kikoy fabric of Kenya, Alastair and Jimmy dreamed of showcasing the continent's beauty to the world through ethical fashion. Inspired by Kenya's colourful culture, they envisioned creating premium garments that blended classic British style with authentic Kenyan detailing. Their designs, incorporating hand-woven Kikoy fabric embrace the spirit of Africa whilst honouring the craftsmanship of local artisans.

Koy Clothing's mission goes far beyond fashion; it's about empowering and giving back to local communities. The brothers work closely with local artisans in Nairobi, who hand-weave the unique Kikoy fabrics, and collaborate with Maasai women to bead leather belts. This partnership helps provide families with financial independence, access to education, and healthcare for a brighter future.

Since its beginning in 2016, Koy Clothing has taken bold steps toward success, from their first creations, to raising over £50,000 for charity projects by 2024. The company continues to expand, with plans for more events and impactful projects, like the 2026 Sand Dam Charity Project in Kenya, providing safe, sustainable water access for local communities.

Through each garment, each sale, and each donation, Koy Clothing continues to support the people, the wildlife and the environment that shaped their love for Africa.



### OUR PROMISE

20% of profits donated to charity projects in Africa. We have donated £50,000 so far.



### INSPIRED BY KENYA

Sharing the beauty of Africa through ethical & sustainable fashion is at the heart of Koy.



### EMPOWERING

Supporting local artisans in Kenya to develop unique hand-made designs.

NEW ARRIVALS

# WORN WILD

COTTON/LINEN BLEND SHIRTS



Crocodile Green Cotton Linen Shirt | £120

Beaded Belt - Dunia (Wide) | £119

Deep Blue Cotton Linen Shirt | £120

Beige Linen Suit Trousers | £235



Crocodile Green



Pale Turquoise



Deep Blue



Rich Pink

All Cotton/Linen Blend Shirts | £120

Jua Tangerine Cotton Linen Shirt | £120

Mida Blue Cotton Linen Shirt | £120



# RETURNING FAVOURITES

## COTTON/LINEN BLEND SHIRTS

All Cotton/Linen Blend Shirts | £120





THE CLASSIC  
100% LINEN  
SHIRT

Kamba Royal Blue 100% Linen Shirt | £120  
Dusty Pink Linen Blend Suit Trousers | £245





Nyota Turquoise



Kamba Royal Blue



Flamingo Pink



Classic White

All 100% Linen Shirts | £120

A man with light brown hair and a beard is shown in profile, looking through binoculars. He is wearing a vibrant blue long-sleeved shirt with a colorful striped collar and cuffs, and light beige pleated trousers with a dark belt featuring a colorful geometric pattern. The background is a soft-focus landscape of rolling hills and a body of water under a bright sky.

# GRANDFATHER COLLARS

Nyota Turquoise Linen Grandfather Collar Shirt | £120

Mwezi Hand-Beaded Kenyan Belt | £119

Pale Beige Linen Suit Trousers | £235

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## NEW ARRIVALS

# GRANDFATHER COLLAR 100% LINEN SHIRTS

100% Linen Grandfather Collar Shirts | £120



Kamba Royal Blue



Flamingo Pink



Nyota Turquoise

# SHORT SLEEVE

## SOPHISTICATED SUMMER APPAREL

Nyota Turquoise Linen Short Sleeve Shirt | £99

Mwezi Hand-Beaded Kenyan Belt | £119



NEW



Nyota Turquoise



Flamingo Pink



Classic White



Kamba Royal Blue

All 100% Linen Short Sleeve Shirts | £99

NEW ARRIVALS

# WOMEN'S SHIRTS



Women's Flamingo Pink 100% Linen Shirt | £100  
Leather Explorer Duffel Bag - Mocha | £550

NEW ARRIVALS

## WOMEN'S LINEN SHIRTS

All Women's Linen Shirts | £100



White



Flamingo Pink



Mida Blue



# A FAMILY AFFAIR

SHIRTS FOR EVERY GENERATION

Boys Pale Turquoise Linen Shirt | £65

Women's Flamingo Pink 100% Linen Shirt | £100



# BOYS LINEN SHIRTS

AGE 2 - 12 YEARS

Boys Linen Shirts | £65



**NEW**  
Pale Turquoise



Classic White



Kamba Royal Blue

# POLO SHIRTS

## THREE NEW COLOURS

Dark Blue Pique Cotton Polo Shirt | £95

Beaded Belt - Dunia (wide) | £119

Beige Linen Suit Trousers | £235





Light Blue



Pink



Dark Blue



Charcoal

All Pique Cotton Polo Shirts | £95

# THE PERFECT BLEND OF ELEGANCE AND AFRICA



NEW

## PALE BEIGE LINEN SUIT

Beige Linen Blazer | £395

Beige Linen Suit Trousers | £235

Full Suit | £580 (£50 off)

White Pinpoint Oxford Shirt | £120



NEW

TEAL BLUE

LINEN BLEND SUIT

Teal Blue Linen Blend Blazer | £425

Teal Blue Linen Blend Suit Trousers | £245

Full Suit | £620 (£50 off)

White Pinpoint Oxford Shirt | £120

Full Suit - £620  
(£50 Discount when purchased together)



Dusty Pink Linen Blend Blazer | £425  
Sizes | 38 R/L - 48 R/L



Dusty Pink Linen Blend Suit Trousers | £245  
Sizes | 30" - 40" waist / 34" inside leg





Full Suit - £620  
(£50 Discount when purchased together)



Blue Linen Blend Blazer | £425  
Sizes | 38 R/L - 48 R/L



Blue Linen Blend Suit Trousers | £245  
Sizes | 30" - 40" waist / 34" inside leg

# STRIPED KENYAN KIKOY BLAZERS

## THE VERY ESSENCE OF OUR BRAND'S DNA

Each piece is meticulously tailored from the finest Kenyan Kikoy fabric, a traditional East African textile known for its vibrant patterns and cultural significance. The fabric not only exudes a unique aesthetic appeal but also carries the spirit of the Kenyan people.

Koy Clothing proudly stands as the world's only brand crafting blazers from authentic Kenyan Kikoy fabric.

Luo Stripe Blazer | £345

Luo Classic White Linen Shirt | £120





# LAMU STRIPE KIKOY BLAZER

Lamu Stripe Blazer | £345

Blue Linen Blend Suit Trousers | £245

White Short Sleeve Linen Shirt | £99



# LUXURY TRAVEL BAGS

Weekender Bag (Tan) | £420

Rift Valley Cream Linen Blazer | £345

Deep Blue Cotton/Linen Blend Shirt | £120

Canvas Weekender Bag  
Tan | £420



Canvas Weekender Bag  
Khaki Green | £420



Canvas Explorer Duffle Bag  
Safari Green £450



Canvas Explorer Duffle Bag  
Tan | £450



Leather Explorer Duffle Bag  
Mocha | £550



Canva Safari Wash Bag  
Khaki Green | £95



# HAND-BEADED KENYAN BELTS

CRAFTED BY THE MAASAI MAMA'S

We work closely with local artisans to create the highest quality beaded belts, whilst also supporting communities and helping to give them a brighter future.



Sizes | 30" - 42"

Wide | £119 OR Narrow | £99

Dunia (Earth)



Mwezi (Moon)



Jua (Sun)



Moto (Fire)



# AND THAT'S A WRAP!

Credit goes to the following for making this happen:

Venue: Wild Hill, Maasai Mara

Photographer: Maganga

Videographer: George Ryan

Collaborative Brand: Really Wild Clothing

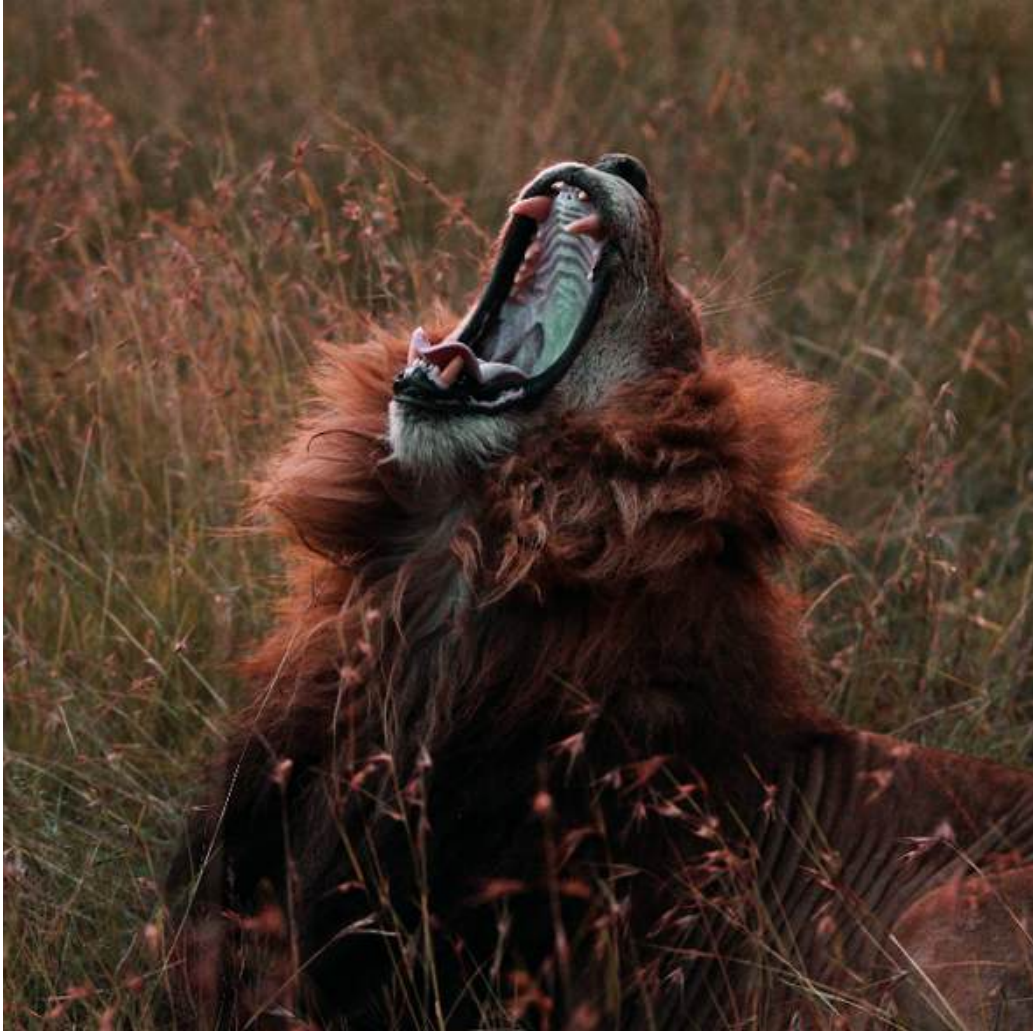
Collaborative Brand: Fairfax & Favor

Collaborative Brand: Urban Ranch

Collaborative Brand: World Secret Shoes

Models: Bingi & Taylor





To conclude our photoshoot, we encountered a magnificent male lion enjoying the sunset - the perfect ending to an amazing safari.

Photo taken by George Ryan.



KOY

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INSPIRED BY KENYA

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