



LOOKBOOK
EN

EST. 1902



WE  THE ORIGINAL.
EST. 1902



WE THE ORIGINAL.

PIONEERING TEAM WEAR SINCE 1902



BORN IN ALABAMA, 1902

On March 3, 1902, Russell Athletic was founded by 26-year-old Benjamin Russell as the Russell Manufacturing Company in Alexander City, AL.



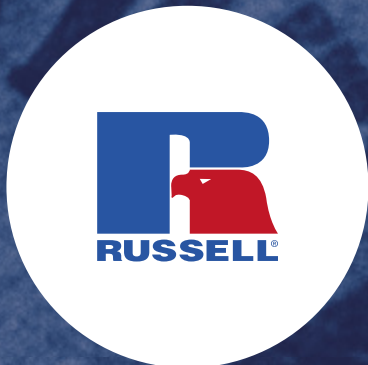
1930

In 1926, Russell's son, Benny, came up with a new idea for an all-cotton football jersey replacing the wool uniforms. In 1930 Russell began to produce the iconic crew neck sweatshirt in the Athletic mills.



1989-2021

Russell Corporation acquires Clothbond Limited, Scotland, in 1989, and shortly thereafter launches its European operations.



2022

While celebrating 120 years, Russell Athletic expands its efforts to have uniform worldwide identity, therefore Russell Europe adopts the Russell Athletic Eagle R logo without the Athletic wordmark.

A person wearing a dark blue hoodie and blue jeans is sitting on a black rectangular box. The background is a plain, light grey wall. The text 'THE TEAM WEAR ORIGIN' is overlaid on the image in white, with 'ORIGIN' being significantly larger and bolder than the other words.

THE
TEAM
WEAR
ORIGIN



THE
INITIAL
TEAM
WEAR



SWEATSHIRTS

OUR INVENTION THAT STARTED IT ALL



When Benjamin Russell introduced his design for an all cotton sweater, he pioneered sports team wear forever.

The original spirit of the sweatshirt remains a key moment in team culture - from collegiate uniforms to corporate team wear, our Russell Sweatshirts are true timeless classics.

TEAM

UP





T-SHIRTS

THE TEAM WEAR STAPLE



*RUSSELL T-SHIRTS
BELONG TO
ANY OUTFIT.*

*ON THEIR OWN OR AS
A FOUNDATION FOR
ANY LAYERED LOOK.*





YOUR LOYAL
ALLY FOR
DECADES
RUNNING!

Russell T-Shirts are your true workhorse and have always been a must-have for all team members and any outfit.

From essentials to pure organic or workwear - our choice of colours, sizes and fabrics ensure the right T for you and your team.



YOUR
COLLEAGUES



YOUR TEAM

*THE BEST
COLLEAGUES -
THAT'S WHAT THE
RUSSELL COLLECTION
WAS MADE FOR!*



*THE RUSSELL
COLLECTION
IS AT THE CORE
OF MODERN
CORPORATE
WEAR.*

RUSSELL COLLECTION

SHIRTS, BLOUSES & KNITWEAR

R



From rugged business casual to smart looks and formal styles – Russell Shirts, Blouses and Knitwear cover the full range of needs as diverse as the whole of your team.





SPORTINESS
MEETS ELEGANCE



POLOS

AN ALL ROUND
TEAM VICTORY

POLOS



*THE SMART
TIMELESS
ALL-ROUNDER*



POLOS

FROM SPORTS TO CORPORATE WEAR



Its success story is no surprise.

Light and durable yet elegant without being overdressed, a polo shirt is a true all-rounder and a score for any team outfit.



THE LIGHT LAYER

WITH YOUR TEAM ALL THE WAY!



*MICROFLEECE
LIGHT
AS A
FEATHER*



*OUTDOOR
FLEECE
EXTRA
PROTECTION*





FLEECE

THE LIGHTWEIGHT THAT PACKS A PUNCH



Russell Fleece is an ultra versatile layer for any season. For extra warmth in winter, crisp spring days, chilli summer evenings or misty autumn days. Fleece is a team mate with you all year long.





COMPLETE YOUR TEAM OUTFIT

WITH JACKETS FOR ALL SEASONS



I N S U L A T E D
S O F T S H E L L
H A R D S H E L L

JACKETS

A STRONG PLAYER,
A RELIABLE TEAM MATE



Russell Jackets offer more than just shielding from bad weather.

Smart, functional details for travelling and workwear needs, combined with modern fabric technology and contemporary fits make all of our Jackets a secret weapon in any corporate team outfit.





WORKWEAR

YOUR TRUSTED WORKMATE



Russell Workwear is your companion you can rely on.

Made for extra durability and practicality, this collection is a valuable tool for any hands-on team!



WORKWEAR

SCHOOLGEAR

A CLASS OF ITS OWN



Russell Schoolgear is a perfect fit for all our little team players. Comfortable, durable and well designed, Russell Schoolgear is a joy to wear.

An outstanding choice and a comprehensive collection of smart Polos, Knitwear, Sweats, Jackets and T-shirts reflects the high standards of any institution or team.



RUSSELL
SCHOOLGEAR



P O L O S
K N I T W E A R
S W E A T S
T - S H I R T S
J A C K E T S

TAKING ACTION FOR MORE CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY



Belong to a better future

For years, we have been doing the right thing when it comes to acting respectfully and being sustainable. While we have made a lot of progress, we also realise that there is much more to do. That is why we are committed to doing even more and to make our goals and achievements public. The embodiment of this commitment is BELONG TO A BETTER FUTURE- our sustainability plan to deliver great products, fit for our changing world.



belong
TO A BETTER
FUTURE

DISCOVER HOW WE WORK

100% TRANSPARENCY

Today we have 100% transparency on our suppliers by publishing their details on our company website.

Our goal is to have full transparency on all our products right back to the raw materials. We have already mapped our cotton supply back to raw materials.

We have published a complete list of all of our owned facilities and direct suppliers since 2012.



100% OEKO-TEX CERTIFICATION

All Russell products are Oeko-Tex® Standard 100 (class II) certified. 08-5941 Shirley

STANDARD 100 by OEKO-TEX® is one of the world's best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety.

Russell products belong to product class II. This product class includes products that come into direct contact with the skin to a large extent, such as T-shirts, polo shirts, shirts, sweatshirts.



FOR A BETTER TOMORROW

ORGANIC COTTON

Our Pure Organic® line is produced with 100% Organic Cotton.

Driving awareness on environmental issues and quality are the core values of our Russell Pure Organic® products.

We want to support your efforts in making the world a better place by offering eco-friendly, long lasting and fair produced clothing.



MORE INFORMATION ON OUR WEBSITE [RUSSELLEUROPE.COM](https://www.russelleurope.com)
CERTIFICATIONS & MEMBERSHIPS





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