

*Gymphlex*<sup>®</sup>  
ENGLAND



# The Brand Story.

**Made For Life.**

## Our Philosophy.

Established in 1906, we have more than one hundred years of making beautiful, practical clothing behind us. Today, the label is a fusion of British heritage and contemporary Japanese craftsmanship: a unique hybrid that fuels everything we do.

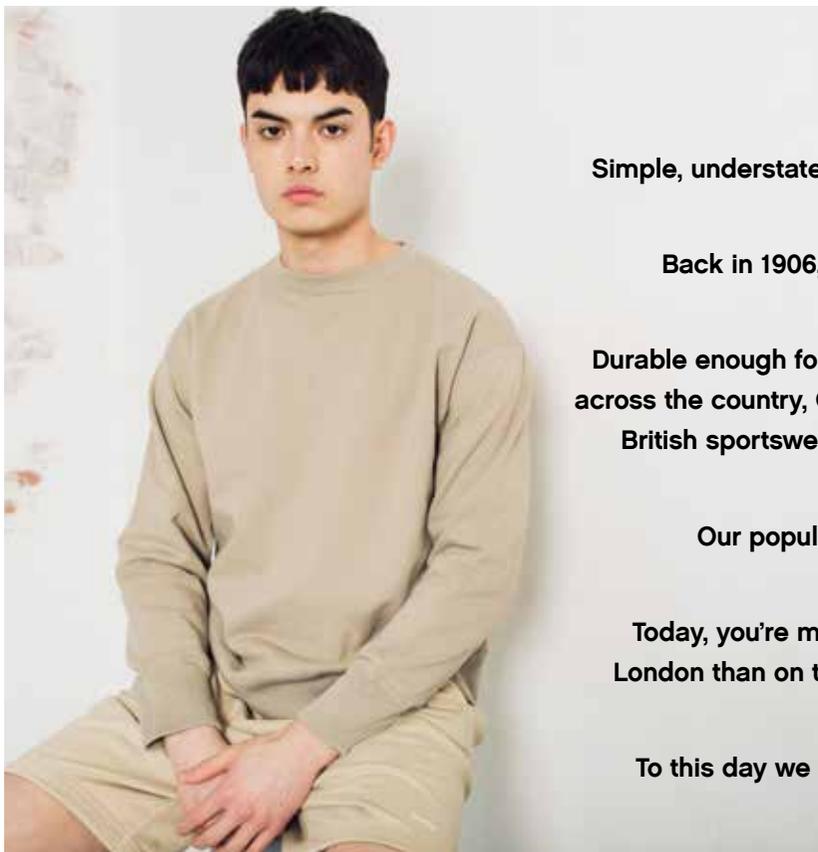
Our garments are simple, understated and effortless. Precision and detail inform every item we make, from our quality zips, components and stitching, to our superior Japanese loom-woven fabrics.

We are selective by design, and choose only to make clothes because we believe they are good, functional and stand the test of time.

We create just two collections each year, taking time to honour and craft every single item before we bring them to launch. Sometimes we carry a favourite design for two seasons. Sometimes three. Sometimes four. What can we say? We know a classic cut. We know our fabrics.

Gymphlex is not fast fashion. One hundred and thirteen years in the making, Gymphlex is here for the long run. Gymphlex is made to be worn, made to be lived in and Made For Life.





## **Our Heritage.**

**Simple, understated and boldly British, Gymphlex was founded to deliver functional, stylish sports clothing to the people.**

**Back in 1906, our vision was to develop the best quality sportswear England had ever seen.**

**Durable enough for the Armed Services and versatile enough for schools across the country, Gymphlex was soon established as the go-to premium British sportswear label, creating exceptional clothing for athletes, and fashion houses such as Barbour and Burberry.**

**Our popularity in Japan followed organically, and Gymphlex now manufactures the majority of our garments there.**

**Today, you're more likely to see Gymphlex on the streets of Tokyo and London than on the track and field, but it's our rich heritage and history that keep us moving forward.**

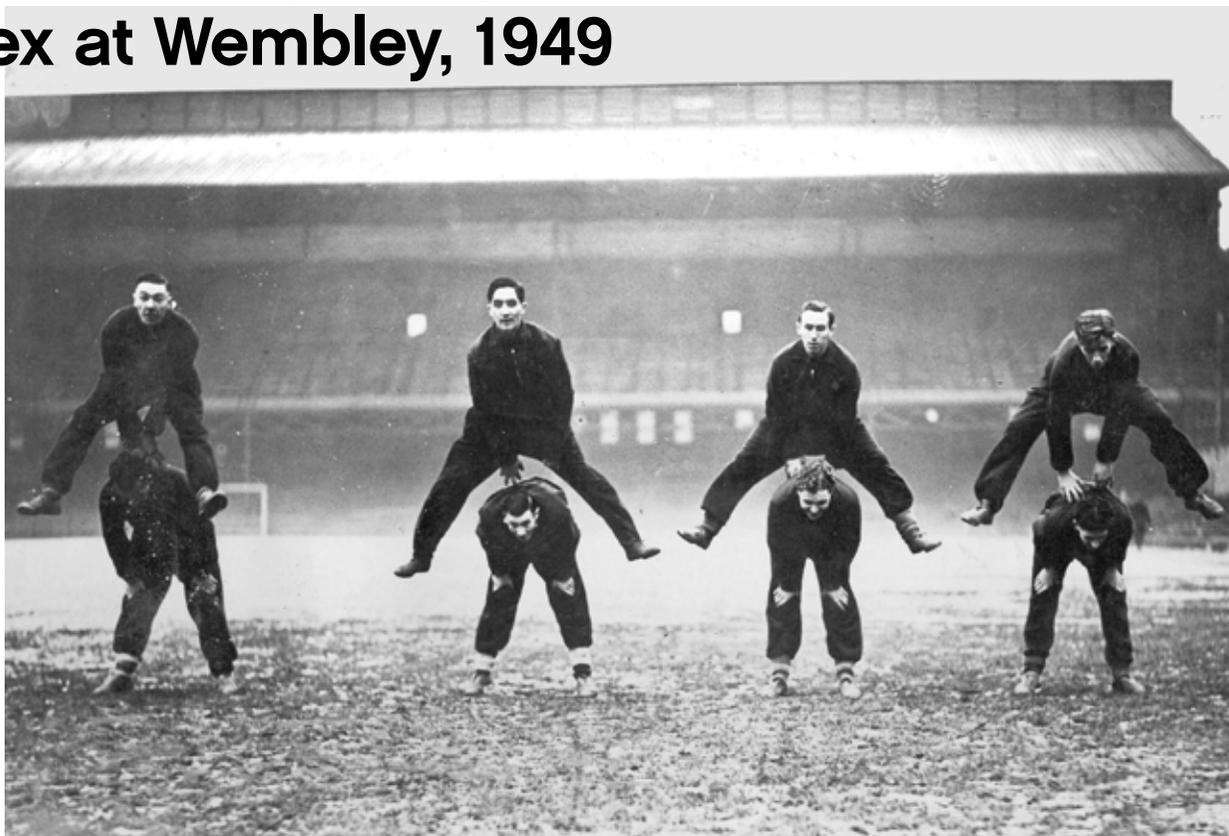
**To this day we remain true to our humble origins, driven to make real, honest clothing designed for living in.**

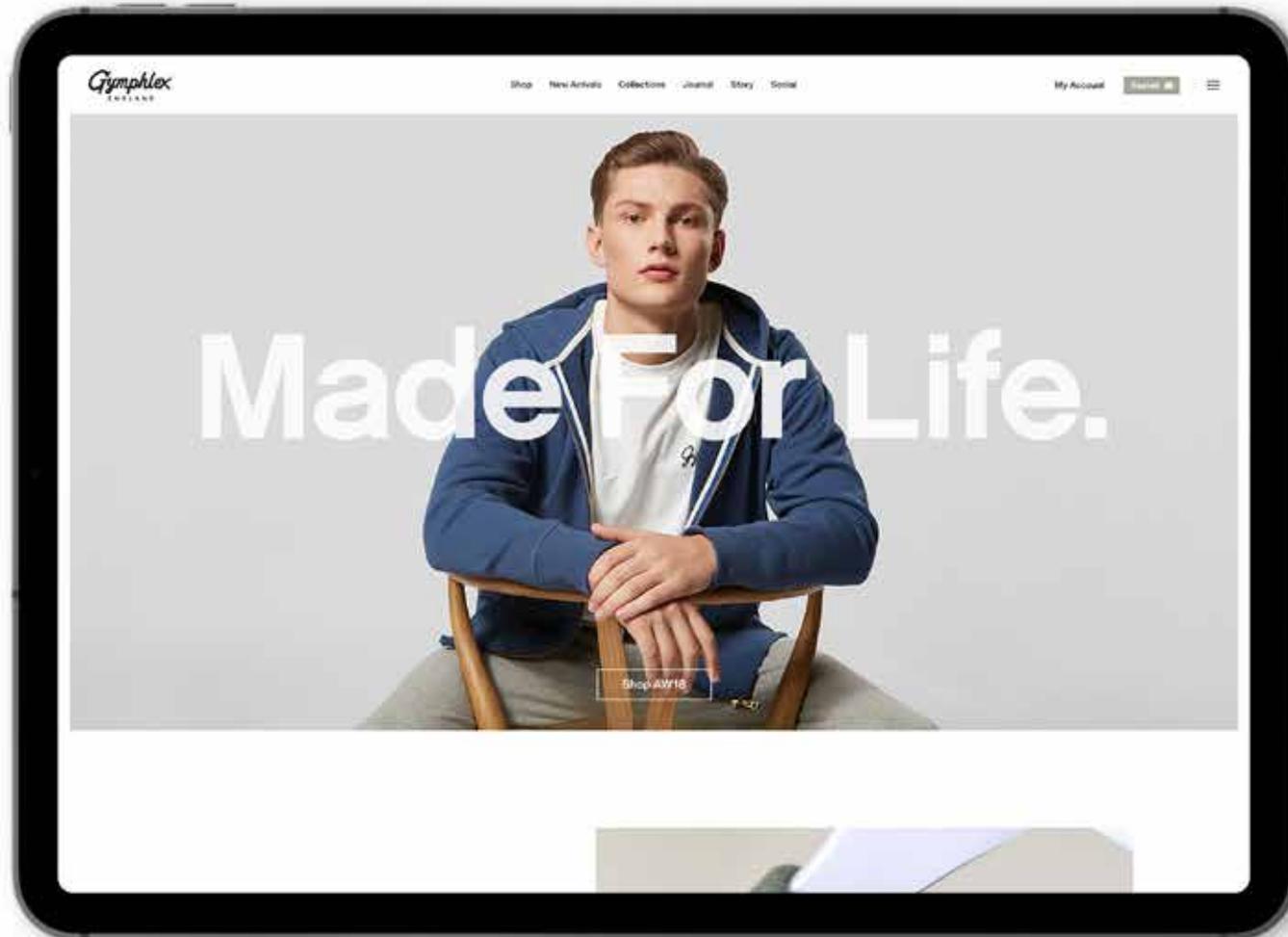
**We are extremely proud of our roots, and our years of passion and expertise have shaped us into the global-minded brand we are today.**

# Made For Life.

Made to be worn, made to be lived in, made for life.

## FA Cup finalists sporting Gymphlex at Wembley, 1949





Gymphlex products are premium quality, understated and effortless. The Gymphlex website reflects this with a contemporary, simple and confident design.

**Bold type, beautiful photography and an easy user-friendly interface that's fully mobile responsive.**



Quilted Jacket in Black  
£185.00

**Global neutrals.  
British dolor sit  
amet, consectetur  
adipiscing Japan.  
Sed do.**

Shop the collection



## Packaging.

Gymphlex mailing boxes use bold graphics and recycled kraft cardboard for a tactile unboxing experience that's eco-friendly too.

# SS19 Lookbook.



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