



FAR AFIELD

SS24 Collection

SS24 — Beach Therapy

For SS24, Far Afield help us all take some much needed down-time with their new collection, Beach Therapy. A collection where the classic entwines with the contemporary, with the brand taking inspiration from the idiosyncrasies and satirical scenes of British beach culture.

A bright and vibrant colour palette compliments earthy tones to showcase a collection full of seaside nostalgia.

Print direction is heavily inspired by the documentary photography work of Martin Parr and his much loved, and often-cited, beach series of the 1980's. Think over-crowded beaches, nostalgic food and drink, and retro-kitsch florals.

Faded iconography and graphic prints of the era are referenced, giving a nod to the now long-lost camp / holiday clubs of the era which were once a mainstay of the great British seaside holiday.





























Look 01/Cover

AFS786 Selleck SS Shirt
AFTS277 Stripe T-shirt
AFSWIM033 FA Swim Short
AFSK207 Textured Stripe Socks

Look 02

AFSW115 Popov Zip Top
AFS794 Classic LS Shirt
AFSHT097 Track Short
AFSK209 Ribbed Stripe Socks

Look 03

AFJK277 Bisset Jacket
AFS797 Busey SS Shirt
AFTR099 Ryder Trouser

Look 04

AFKN557 Kier SS Polo
AFSWIM026 Printed Swim Short

Look 05

AFS803 Busey SS Shirt
AFTR125 House Trousers
AFS763 Hiro LS Shirt

Look 06

AFKN572 Belsey SS Polo
AFSHT099 Track Short

Look 07

AFKN563 Pinto Vest
AFTR093 Pleated Trouser

Look 08

AFKN555 Buckley Cardigan
AFTS279 Stripe T-shirt
AFTR093 Pleated Trouser

Look 09

AFS802 Busey SS Shirt
AFSHT104 House Shorts

Look 10

AFKN539 Marsan SS Polo
AFS802 Busey SS Shirt
AFSHT104 House Shorts

Look 11

AFJK275 Bisset Jacket
AFS801 Stachio SS Shirt
AFTR097 Ryder Trouser

Look 12

AFS549 Velzy SS Cardigan
AFTR124 House Trousers

Look 13

AFTS280 Stripe T-shirt
AFKN553 Dieter Knit
AFTR093 Pleated Trouser

Look 14

AFS805 Selleck SS Shirt
AFTR093 Pleated Trouser

Look 15

AFJK304 Station Jacket
AFS792 Stachio SS Shirt
AFTR126 Ryder Trousers

Look 16

AFSW118 Sunny Basic Sweat
AFSWIM032 FA Swim Short

Look 17

AFKN560 Station Cardigan
AFS776 Classic SS Shirt
AFSHT104 House Shorts
AFSK209 Ribbed Stripe Socks

Look 18

AFJK274 Station Jacket
AFS806 Selleck SS Shirt
AFSHT109 Pleated Short

Look 19

AFS793 Stachio SS Shirt
AFTS277/A Stripe T-shirt
AFTR094 Pleated Trousers

Look 20

AFS774 Classic SS Shirt
AFSHT103 House Shorts
AFSK207 Textured Stripe Socks

Look 21

AFKN554 Dieter Knit
AFS813 Classic SS Shirt
AFSHT105 House Shorts

Look 22

AFS812 Classic SS Shirt
AFSWIM031 FA Swim Short

Look 23

AFS789 Selleck SS Shirt
AFSHT09 Pleated Short

Look 24

AFJK310 Selene Jacket
AFS783 Selleck SS Shirt
AFTR124 House Trouser

Look 25

AFKN Kiyo Cardigan
AFKN542 Jacobs SS Polo
AFSHT106 Pleated Shorts
AFSK209 Ribbed Stripe Socks

Look 26

AFJK278 Zirkus Blazer
AFTS277/A Stripe T-shirt
AFTR094 Pleated Trousers

Look 27

AFKN546 Zigger SS Cardigan
AFSHT105 House Shorts
AFSK207 Textured Stripe Socks

Look 28

AFS810 Stachio SS Shirt
AFTR093 Pleated Trousers
AFKN559 Station Cardigan

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