



SINCE 1797
Johnstons
of Elgin

PRIVATE WHITE X JOE COLLABORATION UNVEILED



Johnstons of Elgin introduces its new AW18/19 menswear collection, which sees design and technology to the forefront as it continues to commit to and invest in innovation. This season, the brand has collaborated with Manchester-based Private White V.C, which has a wealth of manufacturing history, and generations of experience designing and crafting high quality garments. Garnering expertise from both brands to create lovingly made products from only the finest materials, the new collection features two jackets created under the collaboration.

A single-breasted trench coat, features a seam sealed waterproof external fabric, with a detachable quilted gilet complete with a contrasting lambswool tartan lining and cashmere knit collar.

The waxed country jacket uses a 1402 Halley Stevenson premium wax fabric boasting weatherproof and thornproof qualities. Lined with Johnstons of Elgin 100% cashmere velour, it features details of punched leather elbow patches and trim on the collar.

Both jackets feature Johnstons of Elgin's 100% cashmere velour, offering a luxurious touch and added comfort.

Private x JoE combines Johnstons of Elgin's quality fabrics with the functional weatherproof designs made by Private White VC, with each garment celebrating the best of British textiles and authentic manufacturing.

The Johnstons of Elgin man is a modern urban sophisticate, as comfortable travelling the world as he is on home ground. He wears his distinctive personality with a confidence reflected in a wardrobe of world exclusives in innovative fabrics sculpted and tailored in the artisan style.

Alan Scott, Creative Director at Johnstons of Elgin said: "I am very proud to present these two key men's outerwear pieces from the Private White x JoE collaboration for AW18. We are very excited to showcase and celebrate the best of British quality garment manufacturing and specialist cashmere textiles all made entirely in the U.K. We value the unique expertise and authenticity that Private White embody and for helping to bring our cloth to life. Our parallel stories and family owned history create the perfect partnership."

James Eden, Brand Director at Private White V.C said: "We're delighted to be collaborating with one of the most esteemed cashmere manufacturers in the world; Johnstons of Elgin. Together we have struck the perfect blend of luxurious fabrics and quality craftsmanship- these are pieces of outerwear that have been made to last a lifetime and I believe they will be cherished by whoever is lucky enough to wear them for just as long."

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For further information, imagery or interview opportunities please contact:

SEVEN DIALS PR

E: johnstons@sevendialspr.com T: 020 3740 7490

JOHNSTONS OF ELGIN

In the two centuries following its establishment in 1797, Johnstons of Elgin has been owned by just two families – the Johnstons and the Harrisons. It is one of the last few remaining vertical mills in the UK that still process the raw cashmere and fine woollen fibres right through to the finished product.

Johnstons of Elgin's mills in Elgin and Hawick employ almost 1000 people.