

GUINEA



ALL ABOUT US.

ABOUT US



“British design and style has a specific and
recognisable feel and heritage.

It is enigmatic but distinct”

Judith Cutting, Guinea Founder

Making women look and feel good is central to every design and style we create. Guinea was founded in 2017 with a unique goal, to create a luxury women’s clothing brand whilst having a distinct British feel, and a mission to make sure that every style is always designed and cut to flatter.

www.guinealondon.com _____



TIMELESS
ELEGANT
STYLE

GUINEA CLOTHING



OUR STORY

Guinea is very much a design led brand. We have a strong focus on creating quality pieces. We source our premium wool collection from a mill in Otley, Yorkshire. The wool is selected and woven in Otley before going to be tailored. The aim is to always to have a classical, quintessential British look and feel. This can be seen in our best selling coat over the years, The Piccadilly. This was originally inspired from an Edwardian riding skirt.

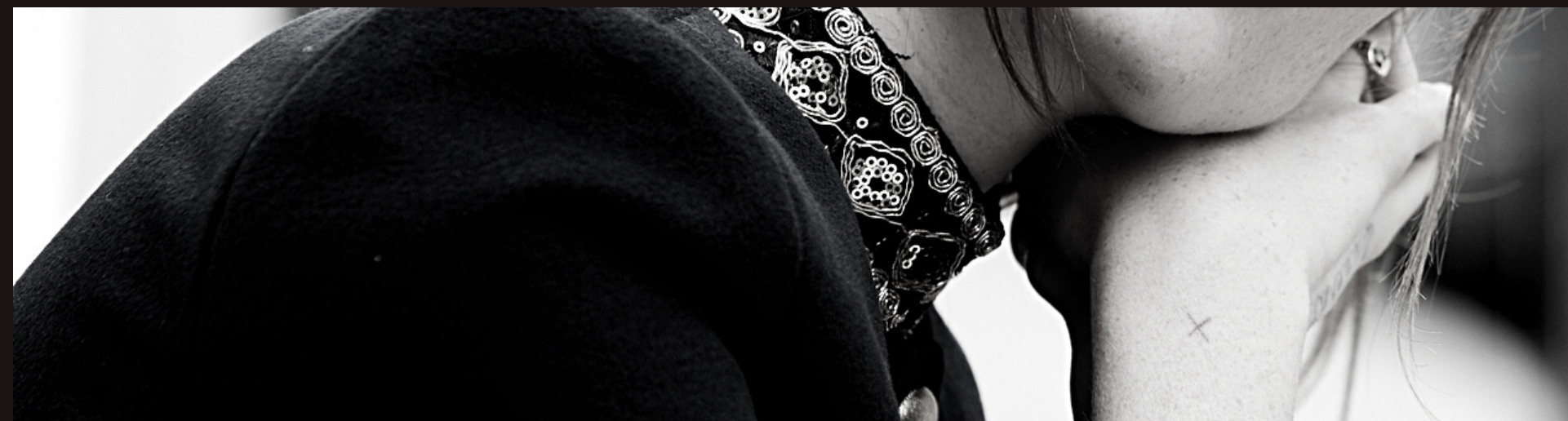
Our premium wool coat collection is very much the beating heart of the brand and where we started our mission.



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OUR VALUE'S

Our value's are clear, we make quality pieces, that are exclusively designed in house with a focus on creating clothes to withstand the test of time.



OUR VISION & MISSION

We understand the busy and demanding lifestyles we all lead so we know the importance of a versatile wardrobe. Our aim is to make classic designs which will work for you across all aspects of your day, effortlessly giving you style and confidence.

Guinea's mission is simple... to design timeless clothing that will make you feel a million dollars!

GUINEA

GUINEA PRODUCT PROGRESSION



Over the years we have grown the collection and ventured into designing dresses, blouses, knitwear's and puffer jackets. Whilst the items have varied, our vision on creating quality items has not changed. Blouses are pure silk, our classic puffer jacket is down, and our knitwear is all crafted from in classic yarns from mohair to cashmere blends.

In 2023 we had a focus on sustainability, and for this reason we introduced new materials such as viscose. For example, with our Lucy dress, this was designed as an exclusive Guinea print, in a viscose material. We were delighted it was a complete sell out! Although, we are not a fast fashion brand and focus on our pieces being able to withstand the test of time, we do feel it is important to adapt where necessary.

