



RACING GREEN  
— BRITISH STYLE —  
ESTABLISHED 1990

**for men**



## MORE THAN A COLOR

*Our name comes from 'British Racing Green' – a colour adopted and made internationally famous by the iconic British motor racing team of the 1900s.*

*The association began during the Gordon Bennett Cup of 1900 when the British team reluctantly accepted a green livery for their cars after the USA,*



*Germany, and France had helped themselves to red, white and blue. Rather than grumble, the British team gradually turned circumstance to their advantage and their predicament into pride. By the time steely Selwyn Edge won the Gordon Bennett Cup in a British-made green Napier in 1903, British Racing Green had become much more than just a colour.*

*British Racing Green had become a symbol of victory against the grain – of industry, endeavour and adaptability of a properly British variety.*

*These are the characteristics that have inspired the Racing Green name and continue to define the character of our brand and business.*



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## BRITISH STYLE

***Founded In 1991, Racing Green is a brand built on the best of British heritage; a true story of success, combining a classic style with modern fashion trends.***

- *Started in 1991 by entrepreneur David Kranz -who was inspired by American up market casual wear and in particular American mail order brands such as Lands End and American retail brand Banana Republic.*
- *Racing Green soon established a nationwide reputation for quality well-designed clothing for men and women, anchored by its Flagship Store at 193-197 Regent Street London and its growing reputation for quality smart casual wear via Direct Mail.*



- *Its original business model was standalone stores supported by mail order - It was Racing Green's foray and success in mail order that brought it to the attention of The Burton Group, who in October 1996 acquired the Racing Green brand for £19 million pounds as part of its move into home shopping alongside the acquisition earlier in 1996 of Hawkshead and Innovations.*
- *Specialty Racing Group purchased Racing Green in 2002.*
- *November 2005 - Specialty Retail Group sold to private equity group - Gresham.*
- *March 2008 - Baird Group buys The Suits You, Racing Green and Young's Hire business from Gresham.*

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## BRAND ETHOS

***Racing Green is a brand that represents that broad section of the public in Britain and abroad that appreciates brands for their creativity, quality and consistency without being prepared to pay for the privilege of wearing a logo simply for the sake of it.***

*The style of the brand is both contemporary and classic. Styling is understated and subtle, the brand has a familiar friendly feel to it. It is comfortable and easy to wear, welcoming not intimidating, fashion in a minor key.*

*On balance the brand has a casual feel to it which is reflected in the mix of merchandise and even when doing more formal looks there is still a more relaxed approach. Our job is to identify current classic styles that most men and women would see as essentials in their wardrobe. The use of classically British styles extends through to traditional British cloths, fibers, designs and typically confident use of colour.*

*Branding reflects this subtle understated approach. It is more often internal than external, intricate consistent and tactile, signifying quality, attention to detail and care.*

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LONDON.

Invigorating

Face Wash

Enriched with Acai  
Menthol & Tea

150ml - 5 fl.oz. e

LONDON, ENGLAND

Invigorating & Hydrating

Face Wash

Enriched with Acai, Vitamin C, Chamomile, Peppermint & Tea Tree Oil

150 ml - 5 fl.oz. e

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RACING GREEN BRITISH STYLE FRAGRANCES  
**RACING GREEN EDT 100ML**

**RACING GREEN**  
— BRITISH STYLE —  
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**SELECT FRAGRANCES**  
EAU DE TOILETTE SPRAYS FOR MEN  
100mL - 3.3 fl. oz.

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RACING GREEN BRITISH STYLE FRAGRANCES  
**RACING GREEN EDT 50ML**

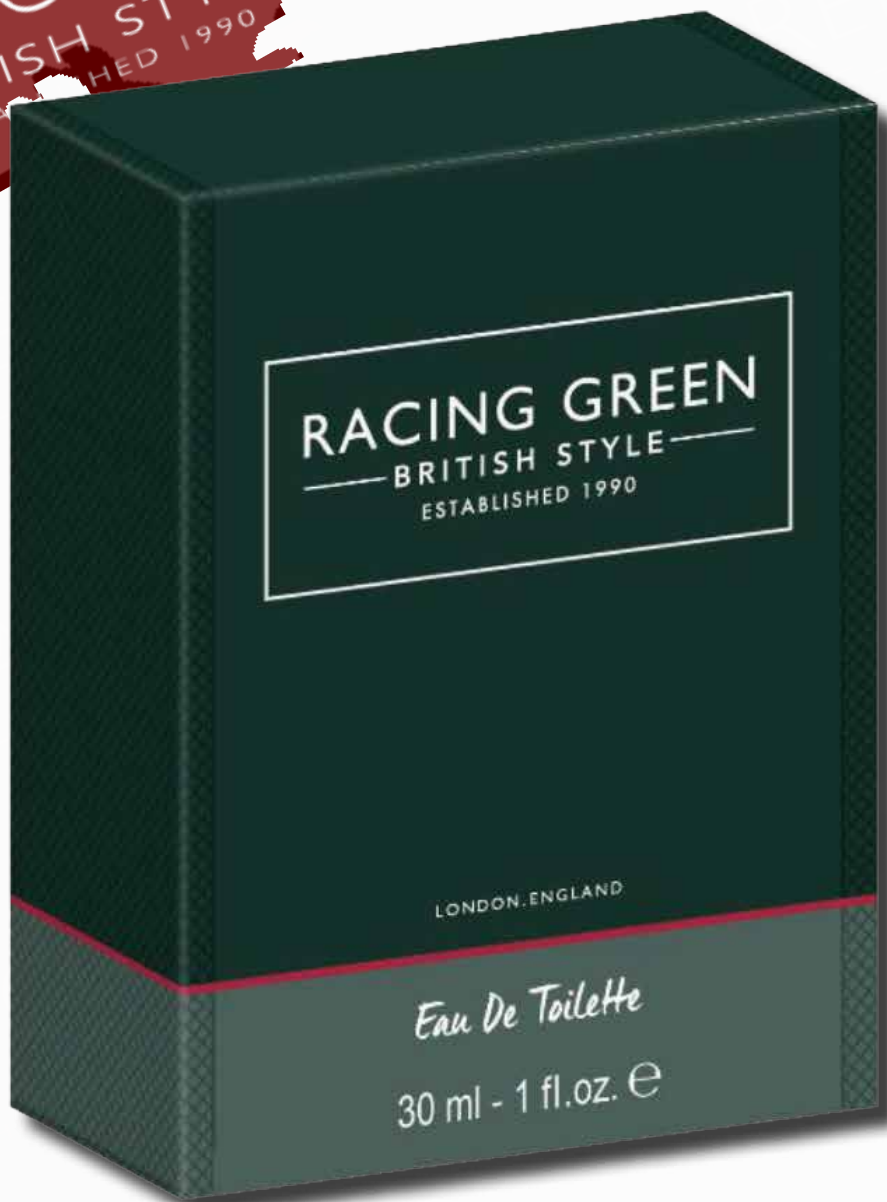
**RACING GREEN**  
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**SELECT FRAGRANCES**  
EAU DE TOILETTE SPRAYS FOR MEN  
50mL - 1.7 fl. oz.

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RACING GREEN BRITISH STYLE FRAGRANCES  
**RACING GREEN EDT 30ML**

**RACING GREEN**  
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**SELECT FRAGRANCES**  
EAU DE TOILETTE SPRAYS FOR MEN  
30mL - 1.0 fl. oz.

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RACING GREEN BRITISH STYLE FRAGRANCES  
**RACING GREEN BODY SPRAY 150ML**

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**SELECT FRAGRANCE BODY SPRAY**  
EAU DE TOILETTE SPRAYS FOR MEN  
150mL - 3.5 fl. oz.

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Introducing our *Ultra-Hydrating Face Moisturiser*, which helps to provide intense and deep pore level hydration while helping to combat those unloved, downside look of ageing, like wrinkles & an uneven skin tone, with moisturisation. It contains a carefully chosen blend of nature-based ingredients, that include: **Vitamin C, Aloe Vera, Argan Oil, Vitamin B3, Vitamin E & Shea Butter.**

100% Vegan, PETA Animal Cruelty Free certified, & SLS Free.

#### Key Ingredients:

Argan Oil, Vitamin E, Vitamin B3, Shea Butter, Aloe Vera, Vitamin C

#### Unique Selling Points:

- Charcoal Argan Oil is a great natural moisturiser. It helps to hydrate & soften the skin. It also helps to restore the skin moisture.
- Vitamin E is known for its anti-oxidant properties. It acts as a moisturiser.
- Vitamin B3 helps to make the skin appear bright and radiant, and evens the skin tone.
- Shea butter is an intense moisturiser and is great for refreshing dull, dry or chapped skin.
- Aloe Vera helps to keep the skin hydrated. It refreshes the skin and help giving skin healthy look. It acts as a moisturiser and helps to moisturise the skin without giving it a greasy feel and ensuring skin feels soft & silky smooth.
- Vitamin C is an excellent antioxidant. Vitamin C exfoliates the top layer of dead skin mildly and slowly which helps to leave the skin look brighter and smoother.



RACING GREEN BRITISH STYLE FRAGRANCES  
**ULTRA HYDRATING FACE MOISTURIZER**

**RACING GREEN**  
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**ULTRA HYDRATING FACE MOISTURIZER**  
HYDRATING & ANTI FATIGUE  
50mL - 1.67 fl. oz.

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Introducing our *Invigorating & Hydrating Face Wash* which helps to refresh & deep cleanse the skin. Ingredients such as *Tea Tree Oil, Chamomile Extract, Peppermint Oil & Witch Hazel Extract* add moisture & Purify the skin, to ensure that you get an unbeatable combination of an invigorating deep cleanse without an over-drying effect.

100% Vegan, PETA Animal Cruelty Free certified, Paraben Free & SLS Free.

#### Key Ingredients:

Charcoal, Menthol, Vitamin E, Chamomile Extract, Witch Hazel Extract, Panthenol, Allantoin, Peppermint Extract, Tea Tree Oil.

#### Unique Selling Points:

- Charcoal helps to absorb oil and impurities without over drying the skin and gives an oil free, fresh look. Also helps to clean the pores.
- Chamomile Extract helps to moisturize and refresh the skin. It helps to restore its natural moisture content and gives the skin a healthy glow.
- Witch Hazel Extract acts as a natural astringent and moisturizer. It helps to minimize the appearance of pores and also helps to remove excess oil from skin.
- Peppermint Extract is a great moisturizer, cleanser, toner and astringent. It helps to cleanse and tightens pores and helps giving you fresh and oil-free skin tone with refreshing soothing effect.
- Tea Tree Oil It helps to purify the skin, without over drying the skin. It also helps to remove impurities, while leaving your skin soft and smooth.



RACING GREEN BRITISH STYLE FRAGRANCES  
**RACING GREEN FACE WASH 150ML**

RACING GREEN  
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**FACE WASH**  
INVIGORATING & HYDRATING  
150ml - 5 fl. oz.

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## RACING GREEN BRITISH STYLE FRAGRANCES 24 PC DISPLAY TRAY

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### SELECT FRAGRANCE DISPLAY

EAU DE TOILETTE SPRAY FOR MEN

100mL EDT SPRAY | 150 EDT FACE WASH | 50mL EDT SPRAY

30mL EDT SPRAY | 50mL HYDRATING MOISTURIZER

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RACING GREEN BRITISH STYLE FRAGRANCES  
**2 PC GIFTSET 100ML & 150ML**

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#### SELECT GIFTSETS

EAU DE TOILETTE SPRAY FOR MEN

100ml EDT SPRAY | 150 EDT PERFUME BODY SPRAY

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## for men

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