

Crew Clothing Launch GBR Atlantic Challenge Series For Women



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Crew Clothing has launched the GBR Atlantic Challenge Series for women, a collection of sailing/nautical inspired casual clothing that had previously only been available for men.



The original source of this collection was the Crew Clothing Co founder, Alastair Parker-Swift who, as a member of the England freestyle ski team, was inspired to design and produce practical, yet utterly comfortable and stylish sports-inspired [casual clothing](#). The GBR collection was therefore born, but with a nod to the coastal roots of the brand.

Historically, the GBR Atlantic Challenge Series has been exclusively a [men's casual clothing](#) range. However, for spring 2010, the collection has been expanded to include GBR Atlantic Challenge Series clothing for women.

This has been a huge success for Crew Clothing, with the GBR styles being the bestsellers since the full spring collection launched.

The GBR collection is inspired by Crew's heritage and nautical roots. The brand was born in the sailing town of Salcombe and these sailing roots have inspired the collection which has a nautical feel, yet is designed for everyday and relaxing or socialising with friends in comfort and style, with a distinctly vintage feel to the collection.

The GBR collection is where Crew Clothing's key attributes and values of quality and huge attention to detail, are displayed. Each item within the GBR Atlantic Challenge Series has a huge amount of detailing - beautiful trim detailing along collars, pockets with velvet tipping and other Crew trademark finishing touches.

The GBR collection epitomises the Crew Clothing heritage, with a huge attention to the branding. The GBR hoody, for example, has a Crew Atlantic Challenge print embroidered on its reverse; with 'GBR No. 93' print down the arm (1993 is the year Crew Clothing Co. was founded). This '93' emblem features on many of the GBR Atlantic Challenge Series styles.

As well as the significant detailing, the GBR Series is all about comfort. The hoodies and sweatshirts are all have a soft, peached finish that makes them comfortable to wear.

The GBR Gilet for both men and women is one of the bestselling styles for spring 2010, closely followed by the women's GBR hoody, available in navy, white and strawberry pink.

For men, the GBR Sweat has been a bestseller. Available in navy, sienna and marine, this has a soft peached finish, mid weight feel and all the Crew detailing and branding.

The GBR spray proof jacket for men and for women is also hugely popular, featuring the GBR branded sleeve and reverse, mesh lining and crew branded detailing throughout. The range also offers the women's GBR cargo short, GBR polo and GBR stripe polo.

With the new GBR Atlantic Challenge Series for women being such a huge success and so well received, the [women's casual clothing](#) collection will be continued for autumn 2010 and onwards.

About

Crew

Clothing:

Crew Clothing was established in 1993 by windsurfing tutor and England national freestyle ski team. 17 years on, the company now

boasts over 60 stores across the UK and mails over 3.2 million catalogues every year.

Crew Clothing's coastal roots and British heritage still remain core to the Crew brand, and although the business has grown significantly with over 400 staff, the company is still a family run business and remain passionate about creating clothing which epitomises British Casual Luxury.

Customers can now shop for a wide range of [men's polo shirts](#), [chinos](#), rugby shirts and jeans.

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