

Paul Smith

# The Story Of Our Signature Stripe

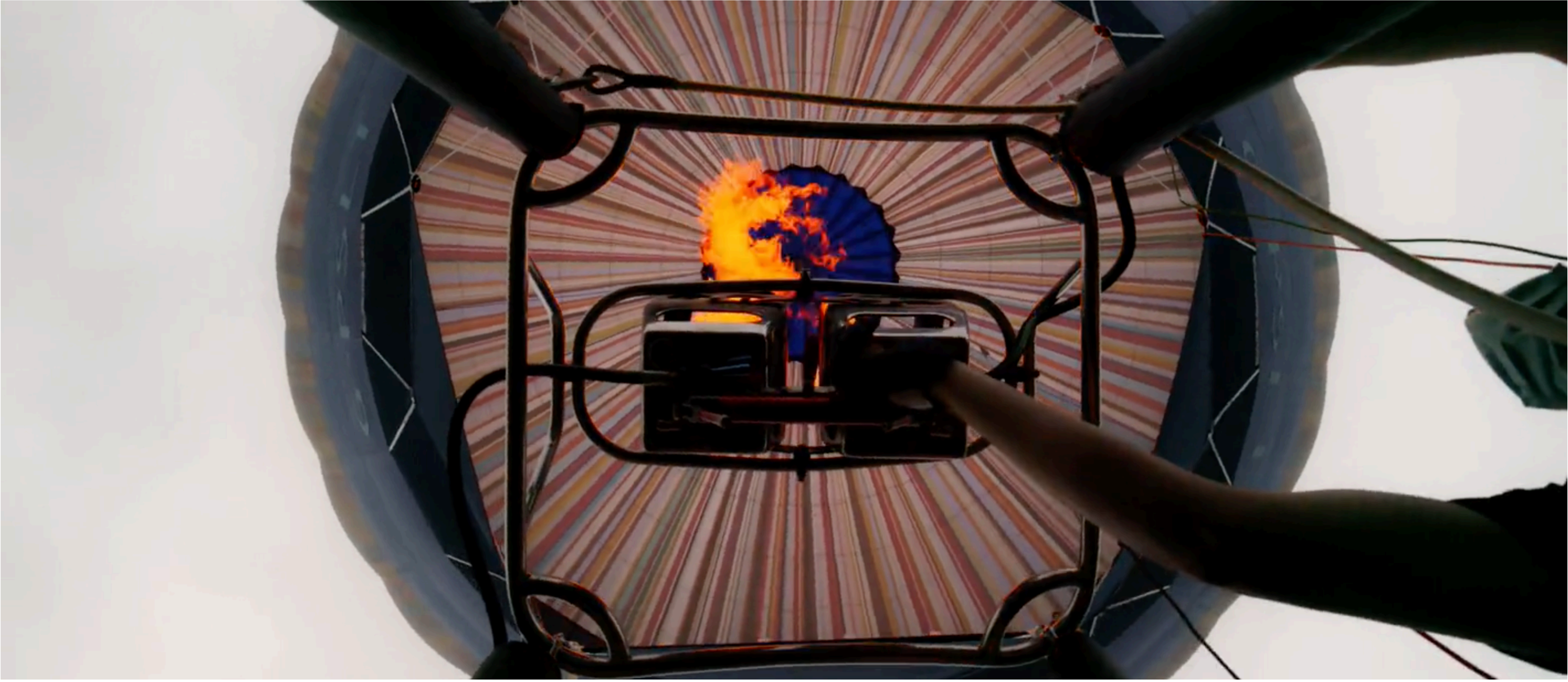
Instantly recognisable, the Paul Smith Signature Stripe is the perfect example of our company's colourful character and ethos. Here, we explain how it came to be – and what it represents today.



"We made them with something called windings, where you take a piece of card and a selection of yarns in different colours, then wind the yarn around the card to build up a series of stripes," Paul explains. "Colour is three-dimensional and so by creating the stripes by hand you can see the colours at their most vivid."









Paul Smith

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Paul Smith



Paul Smith

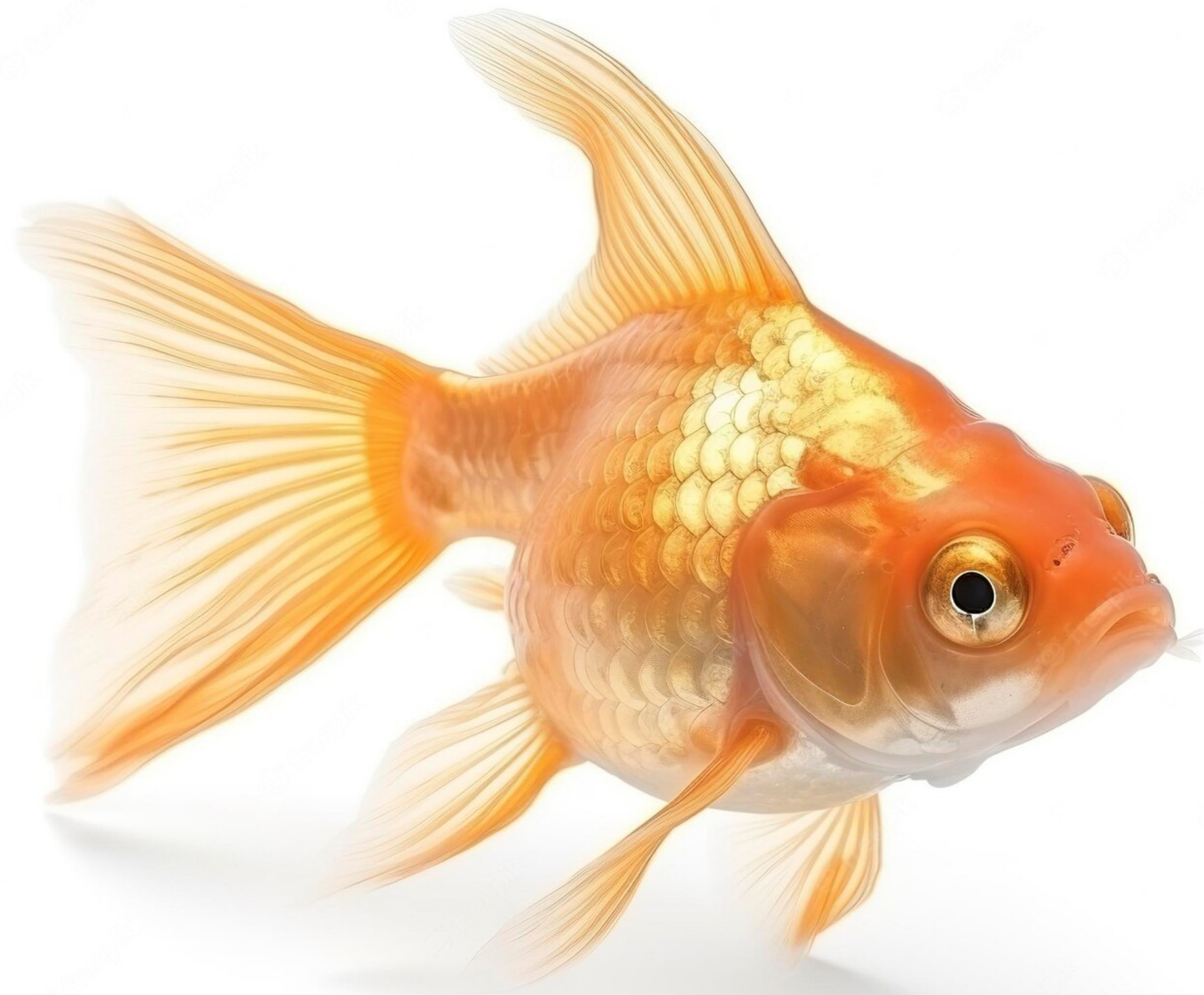
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Paul Smith

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**RECHARGED**

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Produced: 1998

Recharged: 2022

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*Paul Smith*

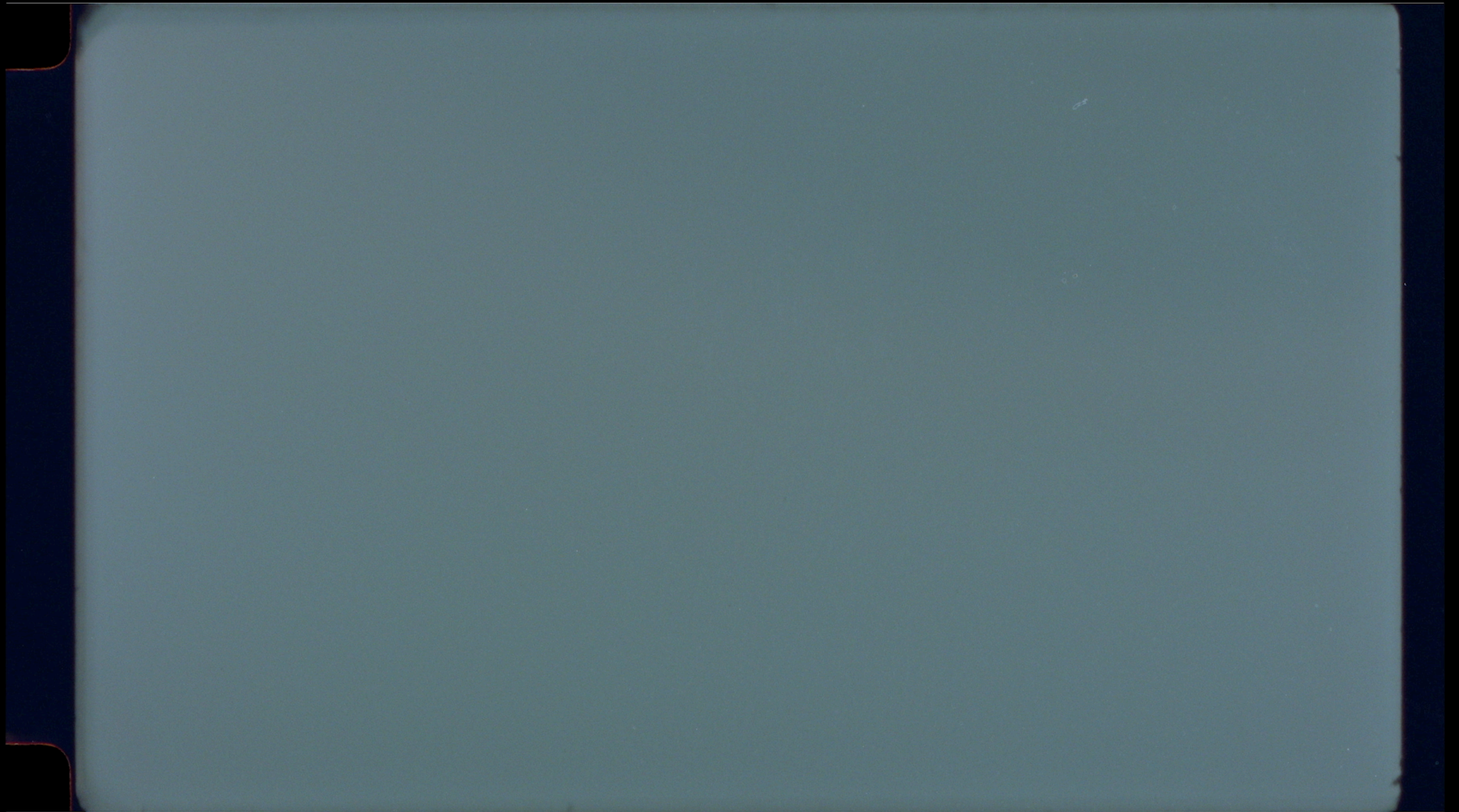
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