

New for 2025!

Made
with
organic
yarn



It's naturally good – meet our new organic-yarn Pure Cotton T!

Introducing Fruit's first organic yarn T! Made from 180g/m² combed ringspun organic cotton yarn, our Pure Cotton T is available in 15 colours, and in men's/unisex sizes S-3XL. It's the perfect environmentally-conscious choice for all your decoration needs.

Explore the range over the page!



405g/m²

Super tough, super comfy – Supercotton™ Sweats are here!

Our new heavyweight 405g/m² Supercotton™ range includes a crew-neck sweat and hooded style. Robust, durable and stylish, these garments are perfect for both workwear and casualwear.

Find out more on page 41



Three great new on-trend colours



New

Ocean Teal

An eye-catching oceanic tone, catch new Ocean Teal in our new Pure Cotton T, plus our Iconic 195 Ringspun Premium T and Ladies 195 Ringspun Premium T.

New

Dark Plum

Introducing Dark Plum: a rich, sophisticated new colour adding depth to our Pure Cotton, Iconic 195 Ringspun Premium T and Ladies Iconic 195 Ringspun Premium T ranges.

New

Truffle

Truffle is a versatile natural, earthy hue – find this great new shade featuring in our Iconic 195 Ringspun Premium T range.

Did you know?
Transformative Teal
is the WGSN x Coloro
colour of the
year 2026!