



Ben Sherman and Rolling Stone Unite for Vibrant 60th Anniversary Collaboration Collection



Ben Sherman is proud to announce its collaboration with the globally recognized music, style, and youth culture lexicon, **Rolling Stone**. This partnership brings together the timeless iconography of Rolling Stone with the contemporary street style aesthetic of B by Ben Sherman, creating a collection designed for a new generation of trendsetters.

Ben Sherman x Rolling Stone AW23 Collection Highlights:

Iconic Logo Fusion & Vibrant Color Palette: The AW23 collaboration seamlessly blends Rolling Stone's classic iconography and recognizable color palette with Ben Sherman's modernized classic chequerboard pattern, paying homage to British youth culture and current streetwear trends. The collection features vintage prints adorned with branded lettering and woven logo badges, adding a unique touch to Ben Sherman's iconic knitwear. Combining Rolling Stone's color palette of red, black, and white with Ben Sherman's autumnal color story of warm golden mustard and deep blue's offers a range of styles that infuse personality into this season's

wardrobe. Relaxed silhouettes provide both comfort and style across the collection, including graphic tees, knit polos, and printed shirting.

Modernized Ben Sherman DNA: The Ben Sherman essence shines through in the collection with statement-making patterned mod knit polos, cardigans, and button-down shirts. It incorporates Rolling Stone's classic typography and celebrates the two culturally influenced brands. The Rolling Stone logo on graphic t-shirts, and archive shirting designs reinterpreted in a contemporary way add a creative touch to everyday classics. The knitwear in this collection boldly showcases texture and color, introducing vibrant stripes and a playful checkerboard pattern in Autumn/Winter-inspired hues.

The Ben Sherman x Rolling Stone collaboration effortlessly marries their shared music heritage with contemporary fashion design, catering to the modern Ben Sherman consumer who aspires to make a bold statement. This fusion of Rolling Stone's iconic logo with the current season's styles results in a collection designed for a generation poised to stand out.

The Ben Sherman x Rolling Stone AW23 Collection is now available online at [BenSherman.co.uk](https://www.BenSherman.co.uk) and [BenSherman.com](https://www.BenSherman.com).

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