



*Canterbury of
New Zealand*

LOOK BOOK
AUTUMN/WINTER 08



CNZ Autumn Winter 2008 “Back to Black”

For Autumn Winter 2008 Canterbury of New Zealand has gone back to its New Zealand roots, to the original factory in Christchurch, established in 1904 where the first New Zealand National Rugby team black jerseys were first manufactured. Inspiration has been taken from these original jerseys, from the tough fabrics to the fine merino yarns, the multitude of team colours and the powerful national black kit. Researching New Zealand's famous rugby players and positions has created powerful images and stories of team spirit and heroic sportsmanship on and off the field and provided a foundation from which to design a modern day collection.



NUMBER RUGBY - B992776 769



03

ALEX - B992761
NUMBER RUGBY - B992776





DOWNING - E551208 900



05

DOWNING - E551208 955

DOWNING - E551208



CHELSEA - B392801 955



CHELSEA - B392801 926



MADELEINE - E65675 989
SKULL & CROSS BONE
SCHOOL SCARF - E21563 989

THE 1924 - B991311 989



07

THE 1987 - B991309 989

THE 1983 - B991308 088





FAIUMU HOODIE - E551165 989

RUGBY - B992780 989

ESSENTIAL COLD BASELAYER S/S - E541822 989

LOTTIE - E65999 900



09

VERITY - E651091 989



UGLY SILK TIE - E21560 468

WEEKEND BAG - E20383 989

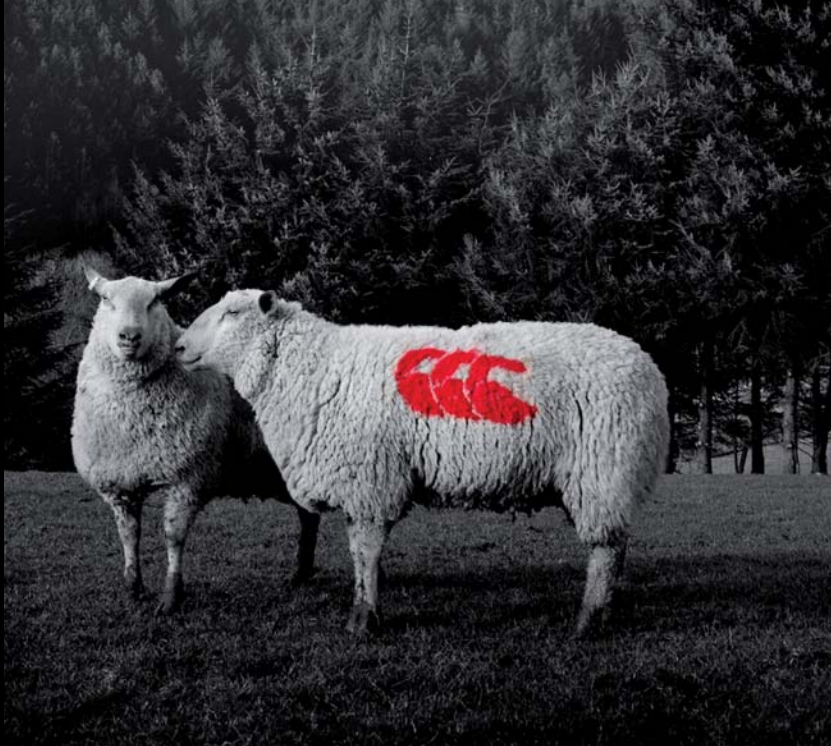
VERITY E651091-989

UGLY SCHOOL SCARF - E21529 998
CAMPUS HOODIE - E551188 861



The Logo

Many people see different things in the Canterbury logo. Is it 3 C's to signify the Canterbury Clothing Company? Or is the logo made up of the heads of 3 kiwi birds representing the founders of the brand - John Lane, Pringle Walker and Alfred Rudkin (three Kiwi heads of the company)? What do you think? The debate continues.....



The Canterbury of New Zealand “Uglies” – the original and the best

The original Canterbury of New Zealand team rugby jerseys were made in tough polyester /cotton and were supplied to both the local and national teams. By the early 1970s Canterbury of New Zealand was supplying kit to so many teams around the world that it's factories were left with a problem: what to do with the remnants of fabric that were used to make the many different jerseys of these teams? The solution: stitch them together and market them as 'practice' jerseys. With no two jerseys the same, these 'practice' jerseys became hugely popular with players and fans alike and before long became known as “Uglies”.



COLLEGE STRIPE - B991262 024

ALEX - B992761 580

NUMBER RUGBY - B992776 769/889



PRITCHARD - E551178 769



NZ BLAZER - E581308 769



NZ BLAZER - E581308 769

PRITCHARD - E551178 769

UGLY SCHOOL SCARF - E21529 998

ABRA HAT - E65998 955

RUGBY SCHOOL SCARF - E21530 107

ABRA SWEATER - E65997 955

1904 RUGBY - B992777 468



1904 RUGBY - B992777 989



CCC SWEAT - E55969 769

WALLIS - E43336 769



WATSON - E43384 580

ALEXANDER - E43362 769



LAIRD - E43348 989

WALLIS - E43336 107

ESTHER - E631689 001



PHOEBE - B392817 001



17

WILSON ACADEMY LADIES - B392807 769



WILSON ACADEMY LADIES - B392807 769

HAMPTON HOODIE - E551164 521



352

861

521

CAMPUS HOODIE - E551188

KAITATAKI HOODED SWEAT - E551205 989

THE 1924 - B991311 989

GILLOOLY CARGO - E51980 073



CHELMSFORD V-NECK - E551167 989



19

HUGH CREW - E551182 900

NZ TEAM JACKET - E581375 989

DOWNING - E551208 989

MARSHALL SCARF - E21568 900





RUGBY - B992780 769



RUGBY - B992780 989



COACHES JACKET - E581214 989
WATSON - E43384 580
CHELMSFORD V-NECK - E551167 989
UGLY SILK TIE - E21560 468

Canterbury of New Zealand has been kitting out teams and elite athletes for 104 years.

Although Canterbury has a thriving R&D department that develops product in laboratory conditions and is constantly coming up with exciting and innovative ideas, every now and again we come across a heritage Canterbury product from the vaults that is such a timeless classic that it stands the test of time. Our Hall of Fame Coaches Jacket is such a piece.

Developed as a definitive touchline and match-day jacket for coaches and team managers, it combines both technical and functional attributes with classic design and easy care and wear.

The Hall of Fame Coaches Jacket was first spotted during the All Blacks tour of the British Isles in 1967 and has been worn by a long line of famous All Black and International coaches thru the years. Indeed it is still being worn by great coaches today and is sported by the Rugby International coaches of Scotland, Ireland, Japan, South Africa and Australia as well as the renowned Harry Redknapp of Portsmouth FC.

Like most design classic's the Coaches Jacket has crossed over into everyday wear and is now being sold by some of the most prestigious fashion retailers in Europe.

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