



SS27 PRESS KIT / DISTRIBUTION EDITION

Protection for *a cultivated life.*

THE BASIC START COLLECTION

Six iconic forms for women and men.
Thirteen coordinated SS27 colours.

SPRING / SUMMER 2027

01 / 20



JIM / DEEP ARMY / THERMAL LIBRARY

DAVID OKAFOR / SOUND ARTIST

GOLDRIDGE OUTERWEAR

A woman with dark hair, wearing a quilted olive-green jacket and dark trousers, stands on a rocky shore next to a stone building with large windows. She is looking off to the side with a thoughtful expression. In the background, a calm lake stretches towards a hazy, forested shoreline under an overcast sky.

01 / THE HOUSE

Refined protection. Quiet confidence.

Goldridge makes lightweight protective layers for cultivated lives in motion - where city, travel and exposed weather meet.

One clear idea. A house built around it.

Goldridge occupies the space between technical uniform, logo-led luxury and mass utility. Its answer is refined form backed by evidence that can be examined.

PURPOSE

Remove the compromise between composure and protection.

MISSION

Make refined protective layers - and make the evidence behind every important promise easy to examine.

VISION

Build a European outerwear house where protection, culture and accountable product evidence are inseparable.

OPERATING RULE

Test before promise.





THE FOUNDING OBSERVATION

Not born on a summit. Born on the way there.

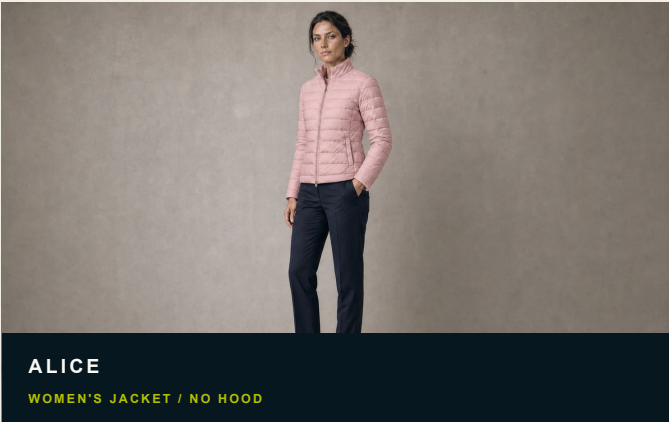
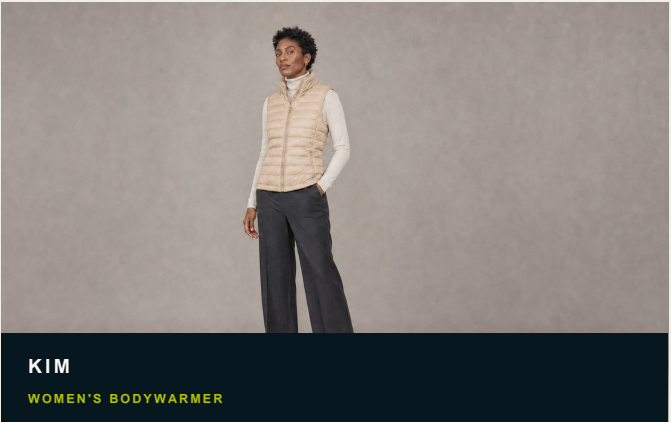
Conceived in the Netherlands from an ordinary European problem: outerwear could look right in the city but fail in real weather, or handle the weather while changing the character of everything worn beneath it.

Gold means warmth, cultivated light and lasting value. Ridge means exposure, movement and the line where conditions become impossible to ignore.

A young house. Heritage to be earned through product, service and proof.

Six icons. Thirteen colours.

Three precise roles for women. Three for men. One coherent, low-bulk outerwear family.



KIM. ALICE. ZOE.

From effortless layering to classic everyday warmth and sporty hooded protection.



LUC. JACK. JIM.

Low-bulk layers for a polo, fine knit or shirt - built for travel, weekend and daily movement.





GR-W-BW01 / WOMEN'S BODYWARMER

KIM

Compact warmth. Clean armholes. Effortless movement between inside and out.

A lightweight bodywarmer that brings soft structure and refined warmth to city, travel and transitional weather.

FIT	Fitted layering silhouette
SIZE	XS - 4XL
TEST RRP	EUR 169
WORN BY	AMARA COLE
WORLD	ATLANTIC EDGE



PRODUCT NOTES

- Soft stand collar
- Reduced shoulder bulk
- Concealed side pockets
- Integrated pouch

KEY COLOUR / SOFT ALMOND

GR-M-BW01 / MEN'S BODYWARMER

LUC

*One calm layer for travel,
weekend and everyday use.*

A low-bulk men's bodywarmer with a straightforward silhouette designed over a shirt, polo or fine knit.

FIT	Clean regular layering fit
SIZE	S - 5XL
TEST RRP	EUR 179
WORN BY	DAVID OKAFOR
WORLD	THERMAL LIBRARY



KEY COLOUR / MARINE ASH

PRODUCT NOTES

- Clean stand collar
- Narrow baffle rhythm
- Concealed zip pockets
- Integrated pouch





GR-W-JK01 / WOMEN'S JACKET / NO HOOD

ALICE

The classic women's expression of refined protection.

A lightweight jacket without a hood, balancing a clean neckline, subtle shaping and easy everyday warmth.

FIT	Sculpted regular fit
SIZE	XS - 4XL
TEST RRP	EUR 219
WORN BY	ELISE MOREAU
WORLD	RIDGE HOUSE



PRODUCT NOTES

- Clean stand collar
- Feminine shaping
- Low-profile inner cuff
- Integrated pouch

KEY COLOUR / ROSE WATER

GR-M-JK01 / MEN'S JACKET / NO HOOD

JACK

*A dependable wardrobe anchor
with quiet technical intelligence.*

A composed lightweight men's jacket with an architectural stand collar and easy movement for city and travel.

FIT	Clean regular fit
SIZE	S - 5XL
TEST RRP	EUR 219
WORN BY	ALEXANDER VALE
WORLD	ALPINE LINE



PRODUCT NOTES

- Structured stand collar
- Aligned baffle map
- Articulated sleeve
- Integrated pouch

KEY COLOUR / MIDNIGHT BLUE





GR-W-HJ01 / WOMEN'S HOOD JACKET

ZOE

Sporty energy, compact protection and a self-assured urban line.

A hooded lightweight jacket that gives the women's offer its weekend and sportswear register without losing refinement.

FIT	Sculpted regular fit
SIZE	XS - 4XL
TEST RRP	EUR 239
WORN BY	ELISE MOREAU
WORLD	LAKE OBSERVATORY



PRODUCT NOTES

- Low-volume hood
- Concealed adjustment
- Clean outer sleeve
- Integrated pouch

KEY COLOUR / OLIVE EARTH

GR-M-HJ01 / MEN'S HOOD JACKET

JIM

Made for movement. Designed to remain composed.

A hooded men's lightweight jacket for weekend movement, travel and sportswear-led use with a distinctly urban attitude.

FIT	Clean regular fit
SIZE	S - 5XL
TEST RRP	EUR 239
WORN BY	DAVID OKAFOR
WORLD	THERMAL LIBRARY



KEY COLOUR / DEEP ARMY

PRODUCT NOTES

- Low-volume hood
- Quiet hardware
- Articulated sleeve
- Integrated pouch



From quiet neutrals to confident depth.

A complete NOOS palette designed to create width without fragmenting the collection.



01
OFF WHITE



02
CHALK



03
SOFT ALMOND



04
WARM BREEZE



05
SMOKY BEIGE



06
OLIVE EARTH



07
ROSE WATER



08
MARINE ASH



09
CLOUDY GREY



10
MISTY GREY



11
PECAN BROWN



12
DEEP ARMY



13
MIDNIGHT BLUE

Lightness you can live in.

Low-bulk protection. Movement first. Quiet recognition. Evidence visible.



SHELL DIRECTION

Lightweight water-repellent nylon.

FILL DIRECTION

RDS-certified 90% down / 10% feathers.



PORTABILITY

Integrated pouch for compact transport.

PROOF PATH

Supplier evidence, laboratory testing and wear trials before claim approval.

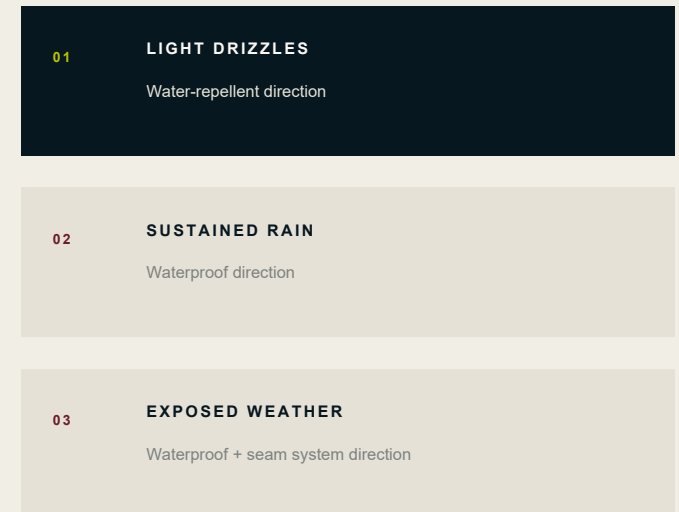
Designed to make protection easier to understand.

Goldridge uses simple, product-facing frameworks. Every level remains a development target until the product and claim file are approved.

FIVE LEVELS OF WARMTH



THREE LEVELS OF RAIN PROTECTION



SS27 starts at Level 1: lightweight warmth and light-drizzle water repellency. Higher levels describe the future navigation system, not current product claims.

Recognisable people. Believable places.

A recurring cast of real professions turns each garment into part of a life, not a disconnected campaign pose.



ATLANTIC EDGE / AMARA / KIM



LAKE OBSERVATORY / ELISE / ZOE

FIFTEEN CAMPAIGN WORLDS

From North Sea Crossing and Harbour Atelier to Spring Pavilion and Glacier Passage: an expandable narrative system bridging urban culture and outdoor exposure.



ALPINE LINE / ALEXANDER / JACK



THERMAL LIBRARY / DAVID / JIM

FROM IMAGE TO EXPERIENCE

A brand designed to travel.

One visual language across editorial, outdoor, field retail, Shop-in-Shop and the proposed Milan house.



Goldridge SS27 at a glance.

HOUSE IDEA	Protection for a cultivated life.
POSITION	Refined protection.
COLLECTION	Six lightweight forms for women and men.
PALETTE	Thirteen coordinated colours.
DELIVERY DIRECTION	February 2027, subject to evidence gates.
PRIMARY CUSTOMER	Design-aware adults moving between city, travel and exposed places.
SALES MODEL	DTC-led hybrid, supported by fit and proof experiences.

THE COMPLETE LINE

MODEL	ROLE	SIZE	TEST RRP
KIM	WOMEN'S BODYWARMER	XS - 4XL	EUR 169
LUC	MEN'S BODYWARMER	S - 5XL	EUR 179
ALICE	WOMEN'S JACKET / NO HOOD	XS - 4XL	EUR 219
JACK	MEN'S JACKET / NO HOOD	S - 5XL	EUR 219
ZOE	WOMEN'S HOOD JACKET	XS - 4XL	EUR 239
JIM	MEN'S HOOD JACKET	S - 5XL	EUR 239

PRESS LANGUAGE

Preppy-chic silhouettes, technical fabrics and nods to the sports of yesteryear. Sporty energy meets retro nostalgia in a free-spirited, urban and self-assured collection.

Product, material, certification, performance, delivery and RRP information is a development direction until supplier, legal, laboratory and wear-test approval.



Protection for a cultivated life.

GOLDRIDGE OUTERWEAR / SS27 PRESS KIT

SPRING / SUMMER 2027 / BASIC START COLLECTION