

SIMON
CROFTS

FASHION

WORK

25



CMMN INTS

Combines cutting-edge design, sustainable practices, and tech innovation to redefine luxury menswear, streetwear and active as a tool for self-expression, and positive impact.



Introduction

From reimagining Ohmme activewear to his seminal role and 10-year tenure as Creative Director at the prestigious Italian brand fi'zi:k, his vision has consistently pushed boundaries and redefined 'elegance'. As the creative force behind luxury menswear label Understated Era. Simon continues to captivate with his ability to blend simplicity with sophistication. Known for his minimalist and technical design approach, Simon has left an indelible mark on the sport, fashion and lifestyle landscape. Spending the last 20 years honing his skills and style whilst exploring the beauty of understatement. Standing as a testament to the enduring power of minimalism in an ever-evolving world of design, fashion and lifestyle.

Simon has developed a career as a Creative Director, acquiring a wealth of skills in design, fashion, and product creation. His agility, versatility, and adaptability have enabled him to stay ahead of the curve, creating with verve, edge, and attitude. Unafraid to try new approaches, Simon continually strives to provoke, acquire, and retain customers and global audiences. An avid lover of Asian culture, he is heavily influenced by Japanese and Korean design. He is a hands-on expert in fashion, fragrance/beauty, graphic and digital design, art direction, branding and film. He possesses comprehensive experience in the fashion manufacturing process, from initial sketches to final garment production. As a standout brand creative, he has spearheaded brand creation, naming, brand refreshes, and complete overhauls. His creative and critical thinking skills enable him to strategise effectively and infuse purpose into every project.

Activewear
Luxury
Menswear
Streetwear
Unisex



Activewear
Luxury
Menswear
Streetwear
Unisex



Understated Era

SC—UE—02

Charlie March set out to fuse the heritage of his upbringing at Goodwood with the raw energy of contemporary street style. Frustrated by the churn of fast fashion, he launched **Understated Era**—a brand rooted in the past but designed for the now. Under the Creative Direction of Simon Crofts, together, they debuted the first capsule collection at 9 Cork Street to an audience of industry icons, socialites, and members of the global elite—marking the arrival of a refined, wearable wardrobe that balances craftsmanship with modern style.

A luxury English menswear brand that embodies the ethos of quiet luxury and redefines traditional tailoring for a contemporary, inclusive audience. An interplay of British heritage and modernity.



UNDERSTATED ERA

GOODWOOD



Deconstructed tailoring merged with the technicalities of utilitarian streetwear for a non-conforming generation.



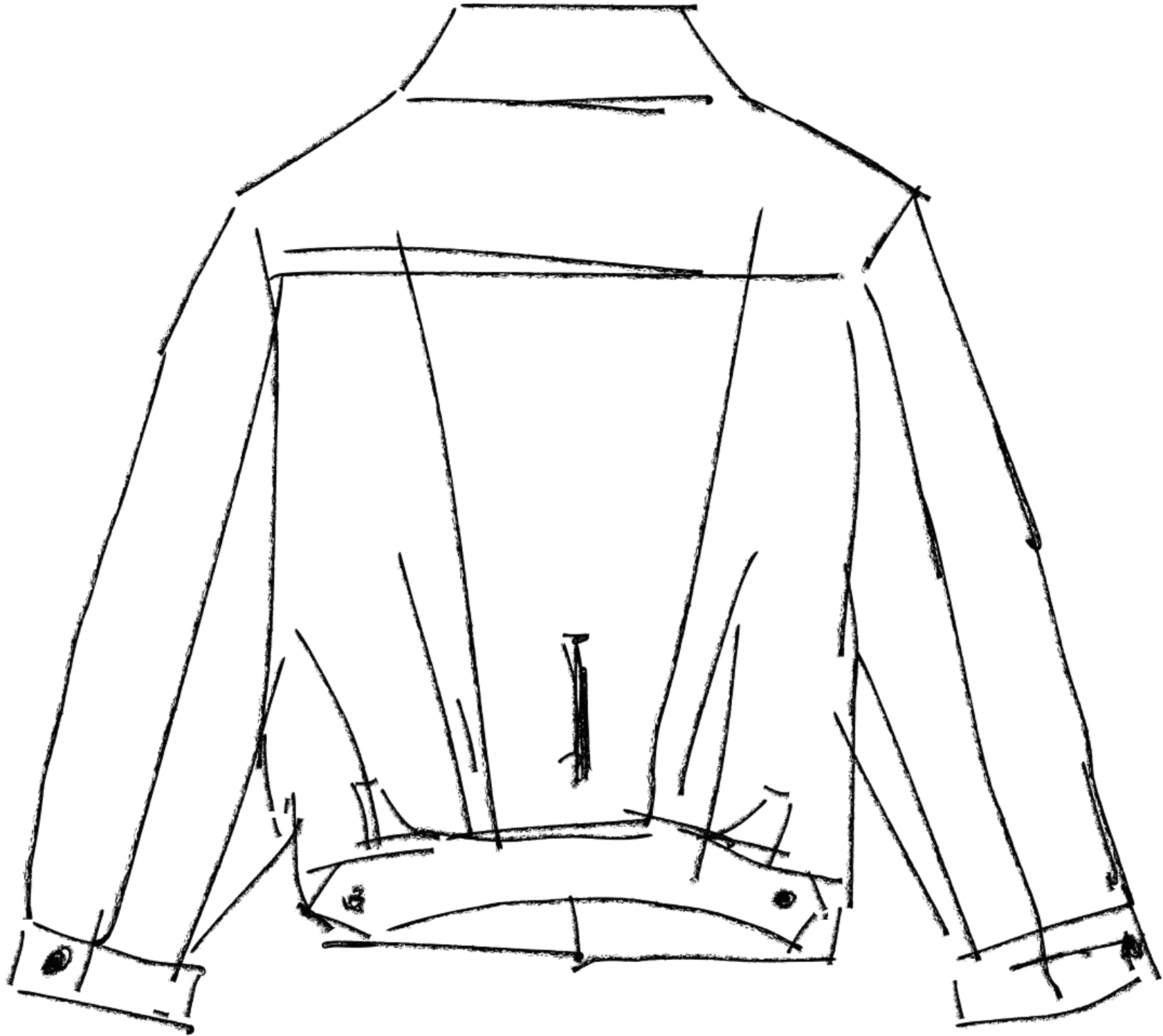
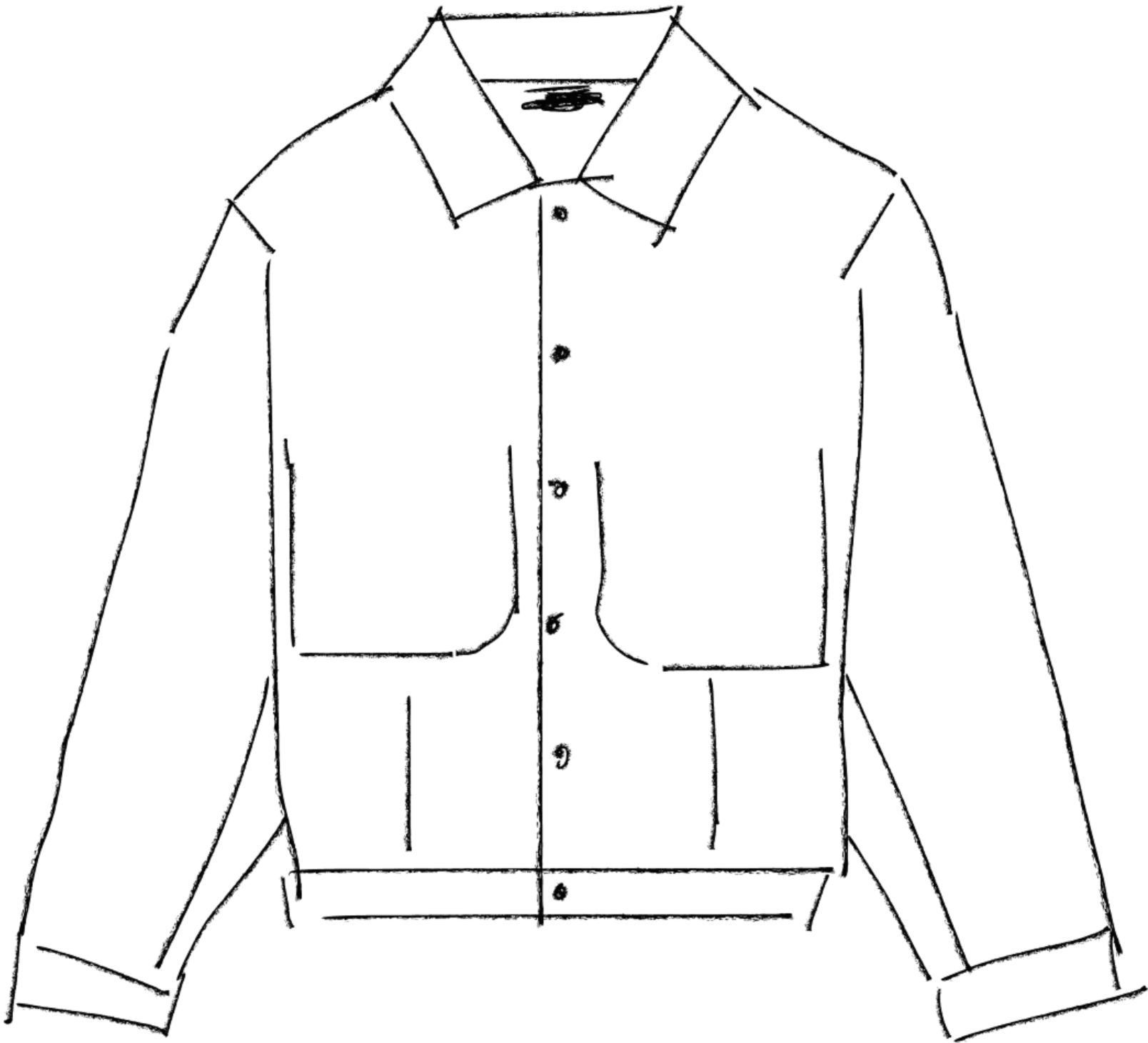
A minimal, cropped denim jacket reimagined in Japanese linen denim. Designed with two discreet internal front pockets and finished with bespoke rubberised black denim buttons. The back features refined pleating and an adjustable contrast cinch crafted from Italian check wool—subtle detail, elevated function.

LINEN DENIM JACKET

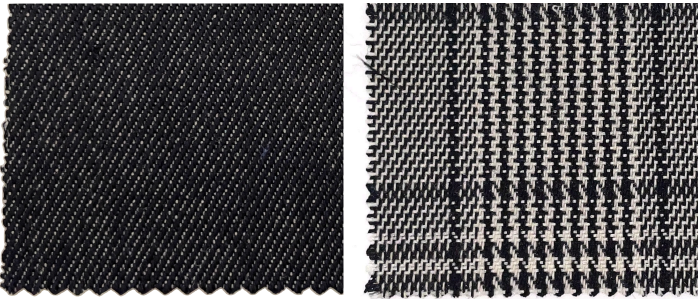
MAIN
JAPANESE LINEN DENIM

CONTRAST
JAPANESE WOOL/POLY

BUTTONS
CUSTOM RUBERISED



A minimal, cropped denim jacket reimagined in Japanese linen denim. Designed with two discreet internal front pockets and finished with bespoke rubberised black denim buttons. The back features refined pleating and an adjustable contrast cinch crafted from Italian check wool—subtle detail, elevated function.



LINEN DENIM JACKET

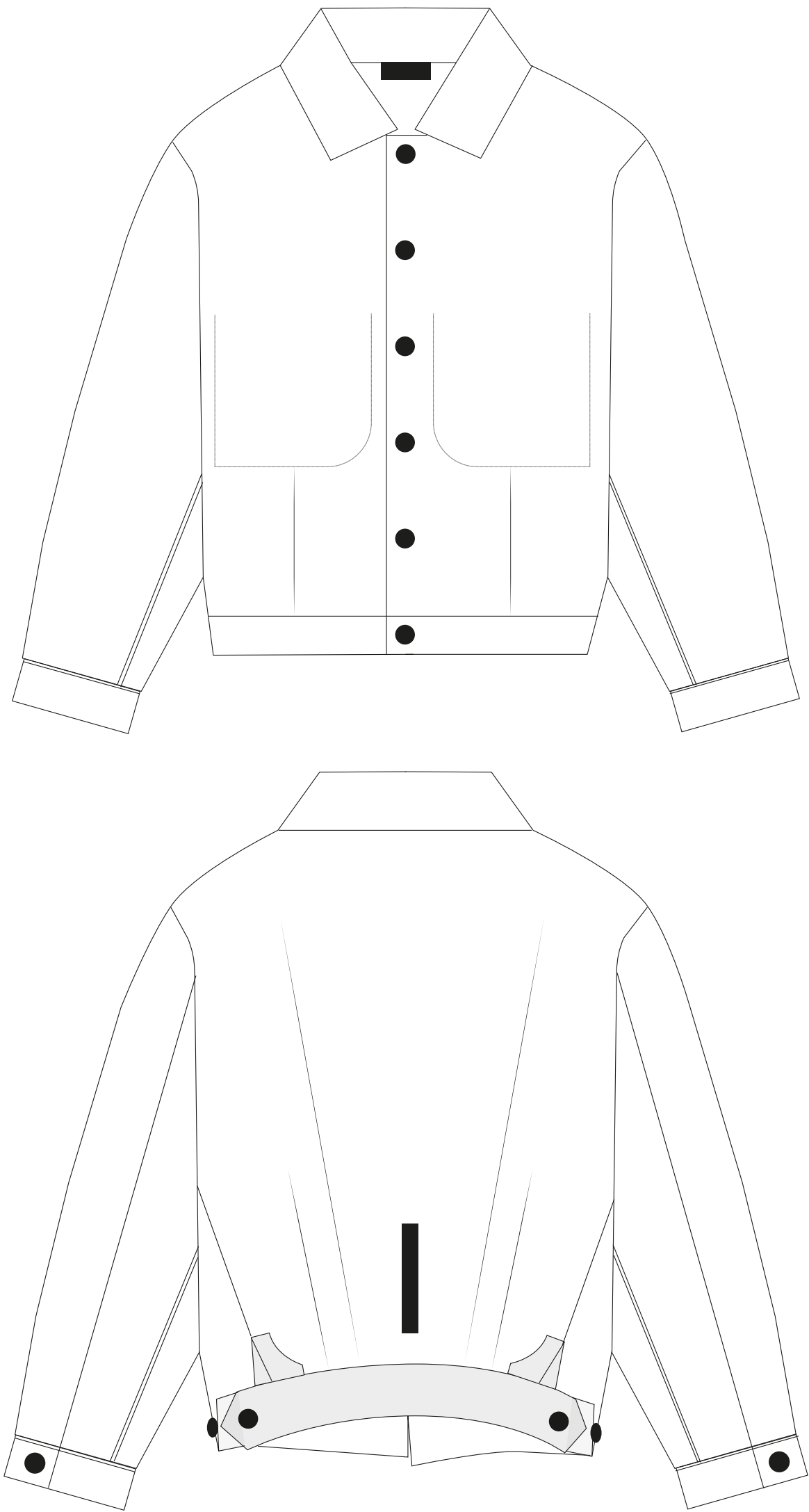
MAIN
JAPANESE LINEN DENIM

CONTRAST
JAPANESE WOOL/POLY

BUTTONS
CUSTOM RUBERISED



LINEN DENIM JACKET

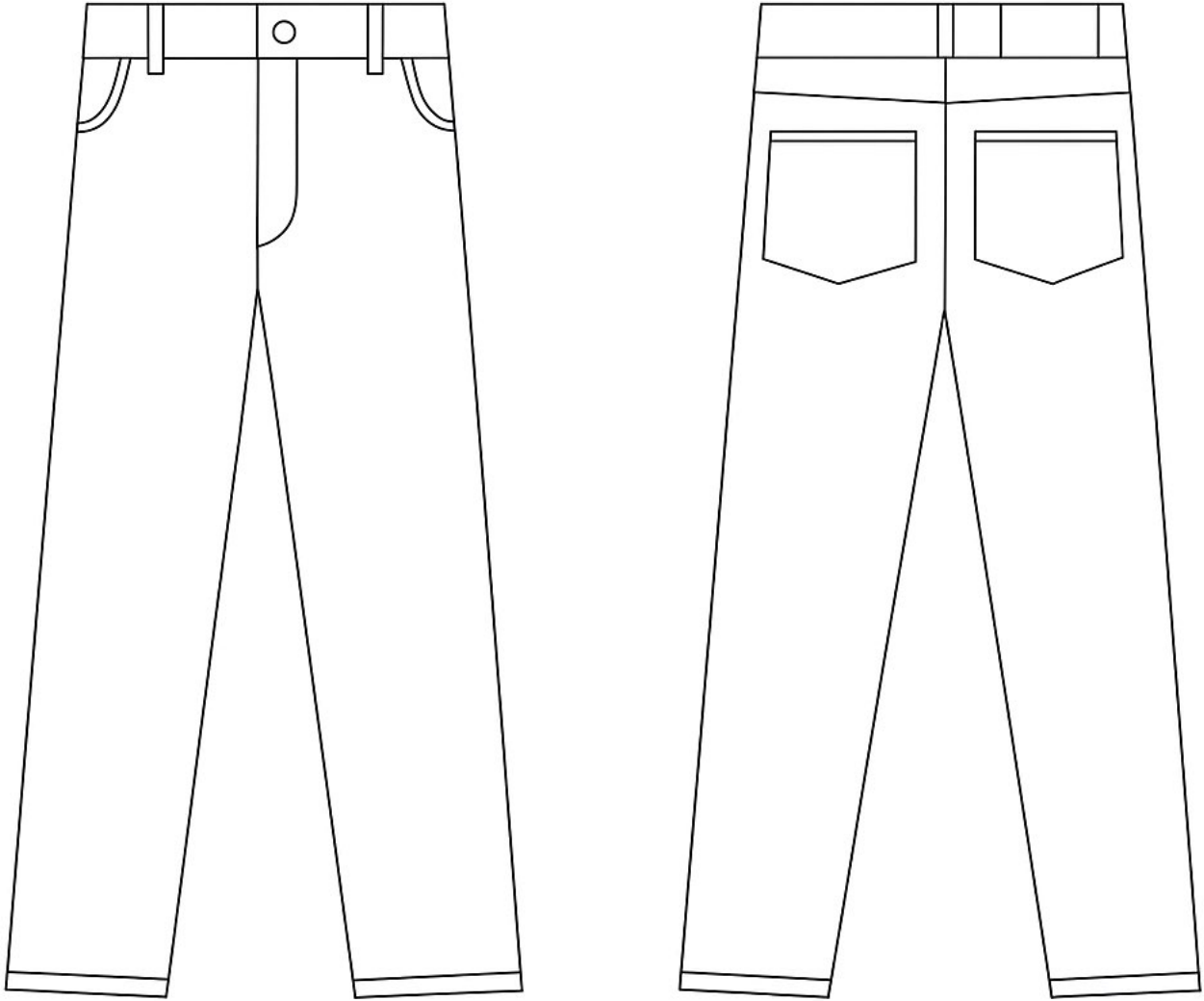
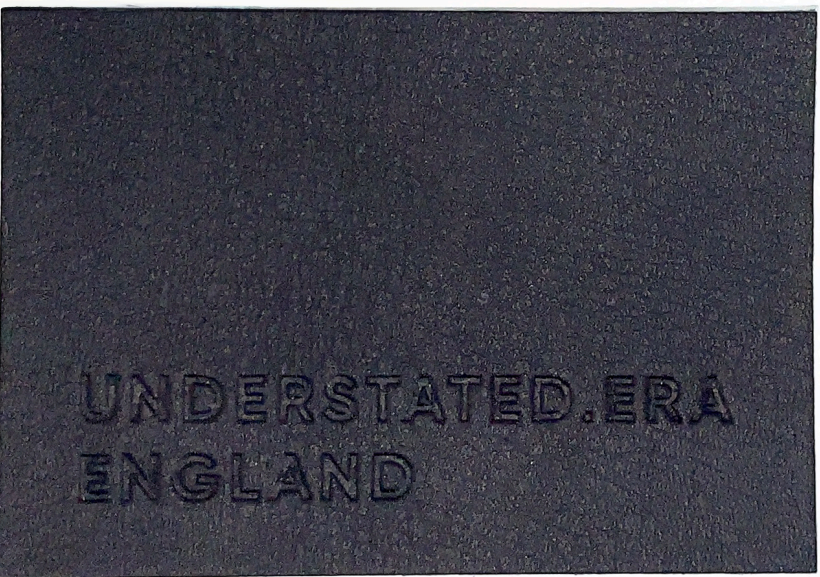


Straight-cut Japanese linen denim jeans.

LINEN DENIM JEANS

MAIN
JAPANESE LINEN DENIM

CUSTOM LEATHER JEANS PATCH
CUSTOM JEANS BUTTON



A structured grey jacket with a boxy silhouette. It features a high funnel-style collar, a clean front with a RiRi two-way zip. The jacket includes two vertical welt pockets on the front.

WOOL JACKET

MAIN
NIKKE WOOL

RIRI ZIP



High waisted, wide leg pants in herringbone linen.

WIDE-LEG PANTS

MAIN
ENGLISH LINEN



Slight cropped, boxy shaped pants.

WOOL DENIM PANTS

MAIN
WOOL DENIM



TECHNICAL OVERSHIRT

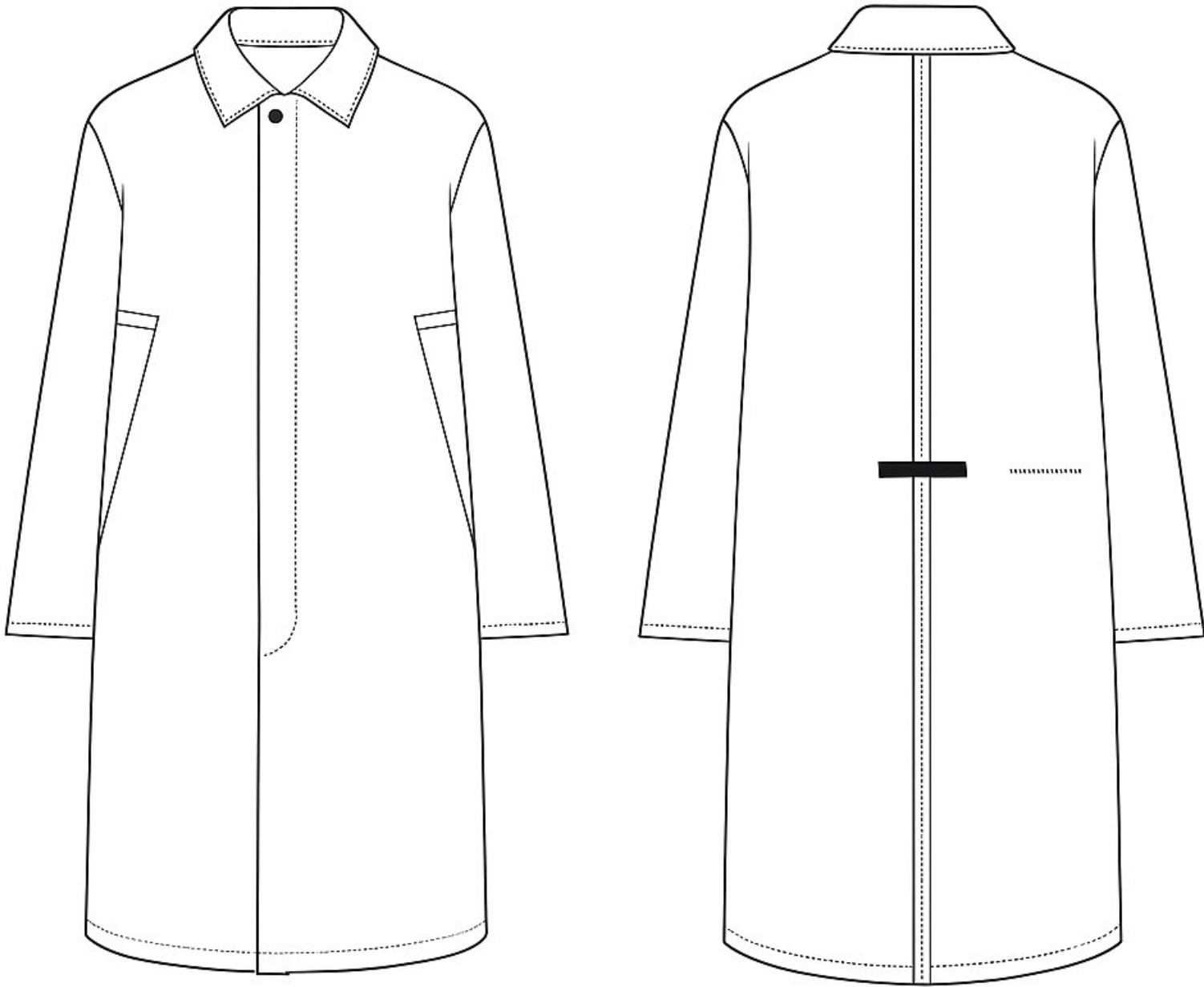
MAIN
KOMATSU FABRIC



Outerwear that seamlessly blends contemporary minimalism, avant-garde design, and unexpected fabrics with modern heritage, resulting in a unique reinterpretation of classic silhouettes.

An oversized trench, with 2 side pockets, concealed placket, silicon appliqué and logo transfer compliment the bonded seam back.

TECHNICAL TRENCH



A oversized trench coat, with vented wax cotton yoke, storm flap detail and buttoned down cinch. A removable belt. 2 side pockets and RiRi snaps.

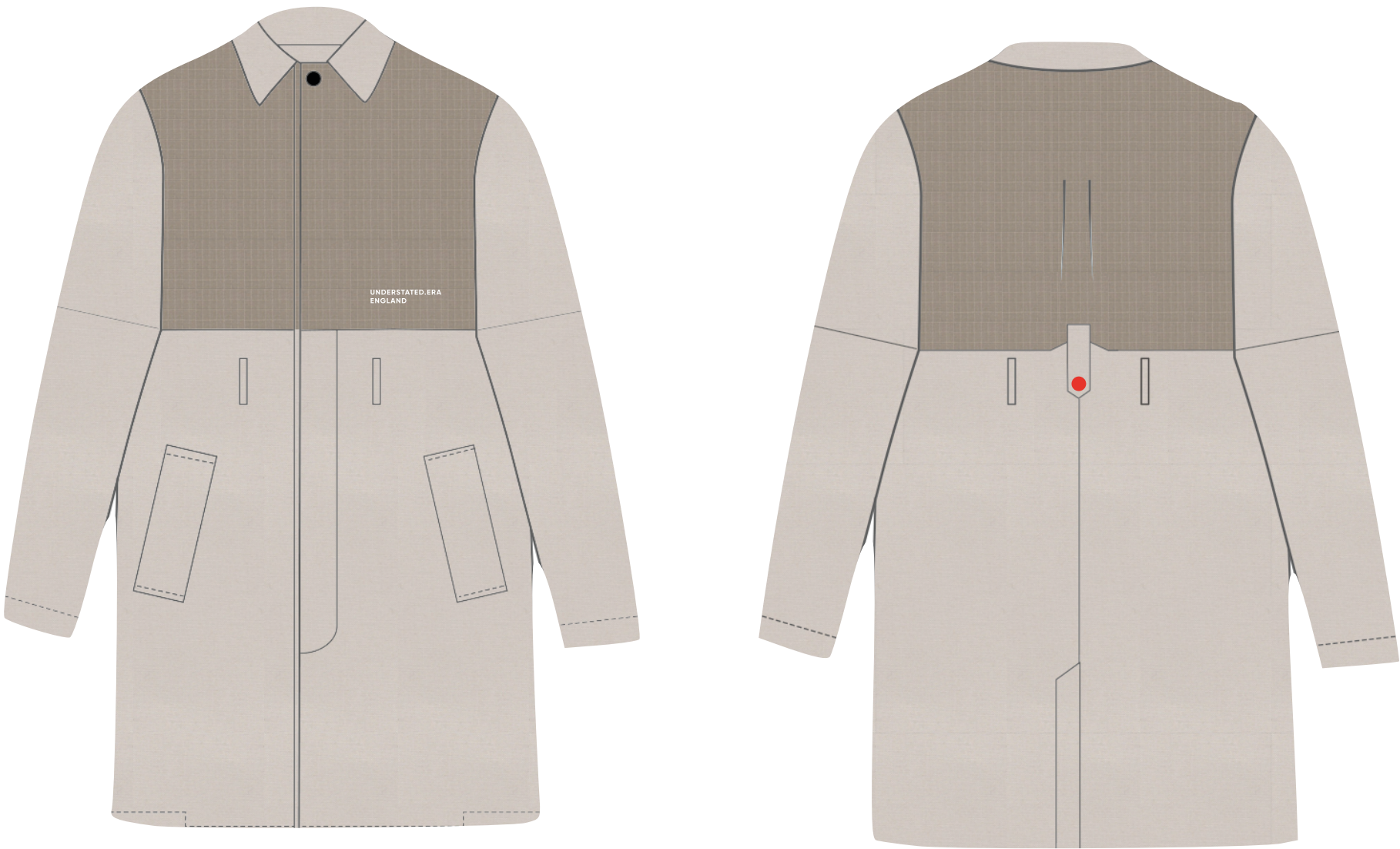
UE2315 TRENCH

MAIN
COTTON GABARDINE

CONTRAST
WAX COTTON RIPSTOP



UE2315 TRENCH



UNDERSTATED ERA

GOODWOOD



A vest features two side pockets and two concealed zip pockets on the front yoke. A logo transfer stamp on the front, and silicon de-bossed appliqué on the back. Crafted from a 3D fabric and contrasted with an Italian wool houndstooth, insulated with hemp and nettle wadding. Cut to a relaxed unisex fit.

UE2310 VEST

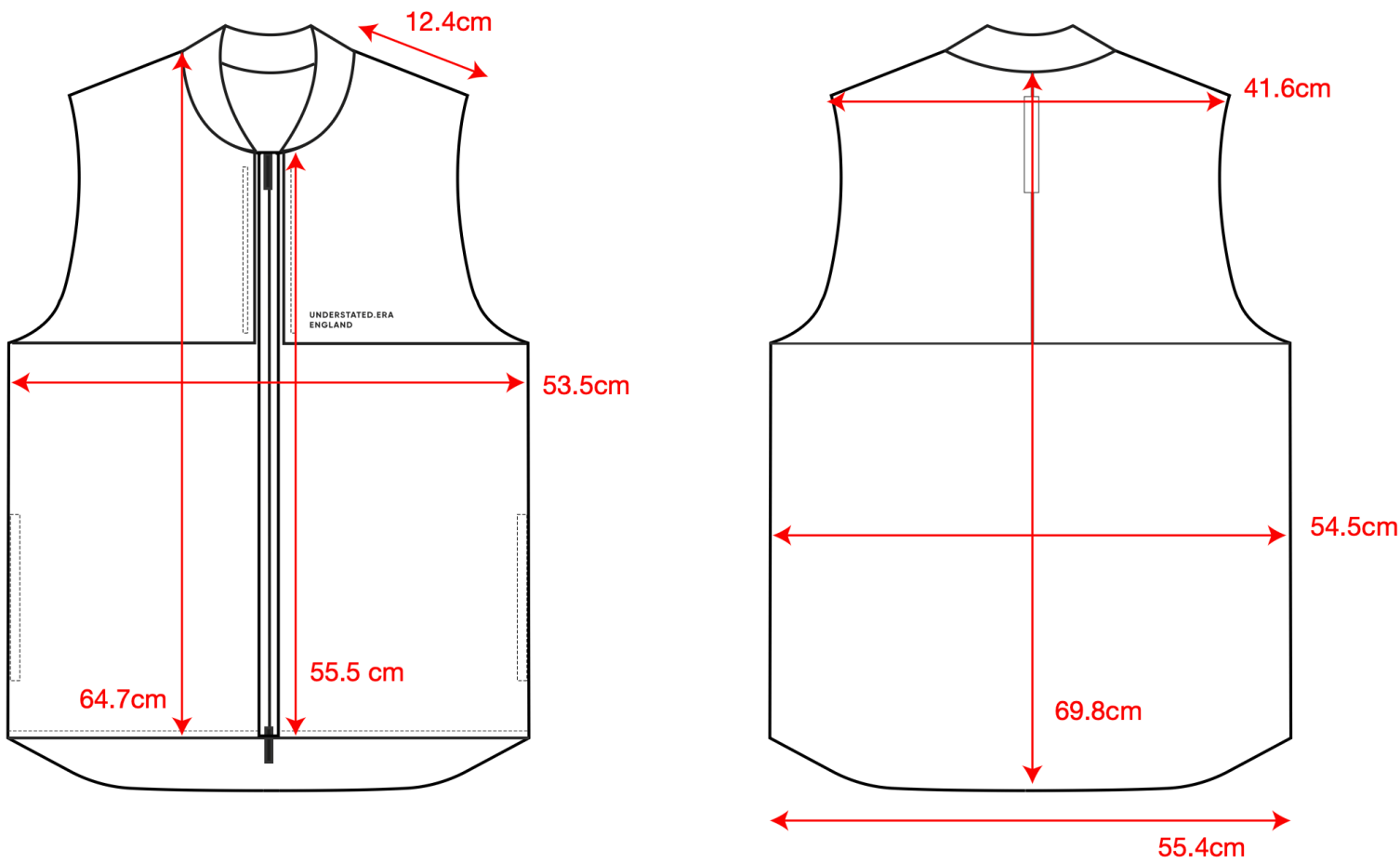
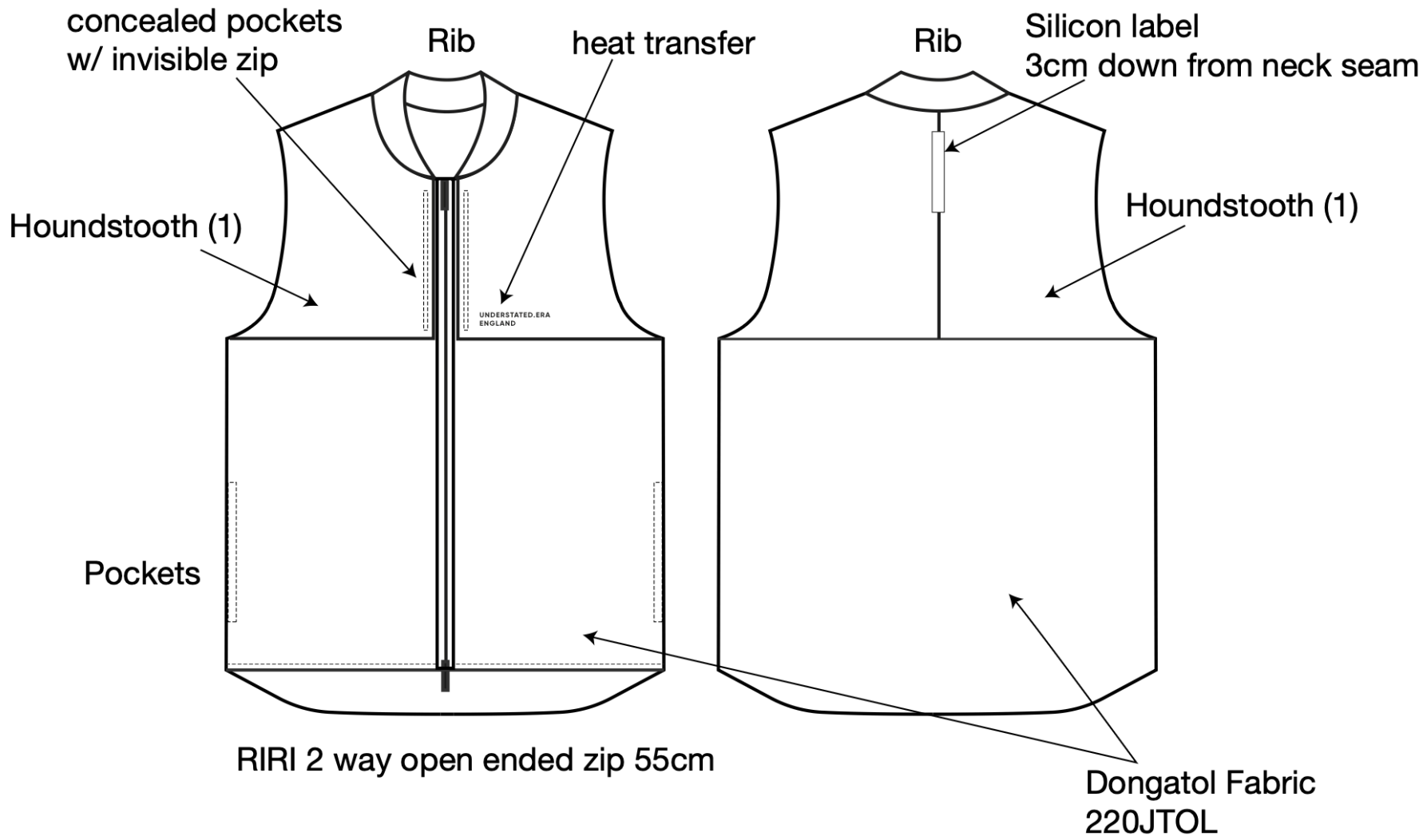
MAIN
HOUNDSTOOTH ITALIAN WOOL

CONTRAST
KOREAN 3D FABRIC

TRIMS
RIRI ZIPS
RIBBED COLLAR

CUSTOM SILICON DE-BOSSED APPLIQUÉ





	SPEC	TOLERANCE +/-	S	M	L	XL	GRADE		
							S-M	M-L	L-XL
C1	CHEST - 2cm below underarm 1/2	1	51.0	53.5	56.0	58.5	2.5		
D1	WAIST 47cm from CB neck seam	1	52.0	54.5	57.0	59.5	2.5		
E5	BOTTOM OPENING / HEM STRAIGHT 1/2	1	52.9	55.4	57.9	60.4	2.5		
B5	SHOULDER LENGTH	0	12.1	12.4	12.7	13.0	0.3		
B4	CROSS SHOULDER - sleeve head point to sleeve head point	0	40.4	41.6	42.8	44.0	1.2		
S1	TOP POCKET POSITION - down from front neck edge	0.3	2.8	2.8	3.5	3.5	0	0.65	0
S4	TOP POCKET LENGTH	0.3	17.0	17.0	17.0	17.0	0		
S7	LOWER POCKET POSITION - down from SNP	0.3	43.9	43.9	44.6	44.6	0	0.65	0
S9	LOWER POCKET WIDTH	0.3	17.0	17.0	17.0	17.0	0		
A1	BODY LENGTH - SNP to front hem	1	64.7	64.7	66.7	66.7	0	2	0
A2	BACK LENGTH - CB neck seam to back hem	1	69.8	69.8	71.8	71.8	0	2	0
B2	CROSS BACK UPPER CHEST - measure straight 17cm from CB neck seam	0.6	36.0	37.2	38.4	39.6	1.2		
N5	BACK NECK WIDTH - measured curved along seam	0.3	19.7	20.3	20.9	21.5	0.6		
L2	FRONT ARMHOLE - curved	0.5	27.3	27.9	29.1	29.7	0.6	1.2	0.6
L3	BACK ARMHOLE - curved	0.5	28.7	29.3	30.5	31.1	0.6	1.2	0.6
O2	COLLAR DEPTH AT CB	0	3.0	3.0	3.0	3.0	0		
O3	CF ZIP LENGTH	0	55.0	55.0	57.0	57.0	0	2	0
O4	CHEST POCKET ZIP LENGTH	0	17.0	17.0	17.0	17.0	0		
O6	MAIN POCKET ZIP LENGTH	0.3	17.0	17.0	17.0	17.0	0		
	CENTER FRONT LENGTH		55.5	55.5	57.5	57.5	0	2	0

UE2310 VEST



UE2310 VEST



An oversized hoodie features two side seam pockets with concealed zips and branded drawstrings with metal rubber coated aglets and name plate. A logo transfer stamp on the front, and silicon de-bossed appliqué on the back. Crafted from organic cotton. Cut to a relaxed unisex fit.

UE2303 HOODIE

MAIN
ORGANIC COTTON JERSEY

CUSTOM DESIGNED DRAW STRINGS
CUSTOM SILICON DE-BOSSED APPLIQUÉ



An oversized hoodie features two side seam pockets with concealed zips and branded drawstrings with metal rubber coated aglets and name plate. A logo transfer stamp on the front, and silicon de-bossed appliqué on the back. Crafted from organic cotton. Cut to a relaxed unisex fit.

UE2303 HOODIE

MAIN
ORGANIC COTTON JERSEY

CUSTOM DESIGNED DRAW STRINGS
CUSTOM SILICON DE-BOSSED APPLIQUÉ



UE2303 HOODIE



A boxy tweed knit sweater crafted from a luxurious blend of lambswool and cashmere, designed with a relaxed unisex fit for effortless comfort and style.

TWEED KNIT SWEATER

MAIN
LAMBSWOOL AND CASHMERE

MADE IN ITALY



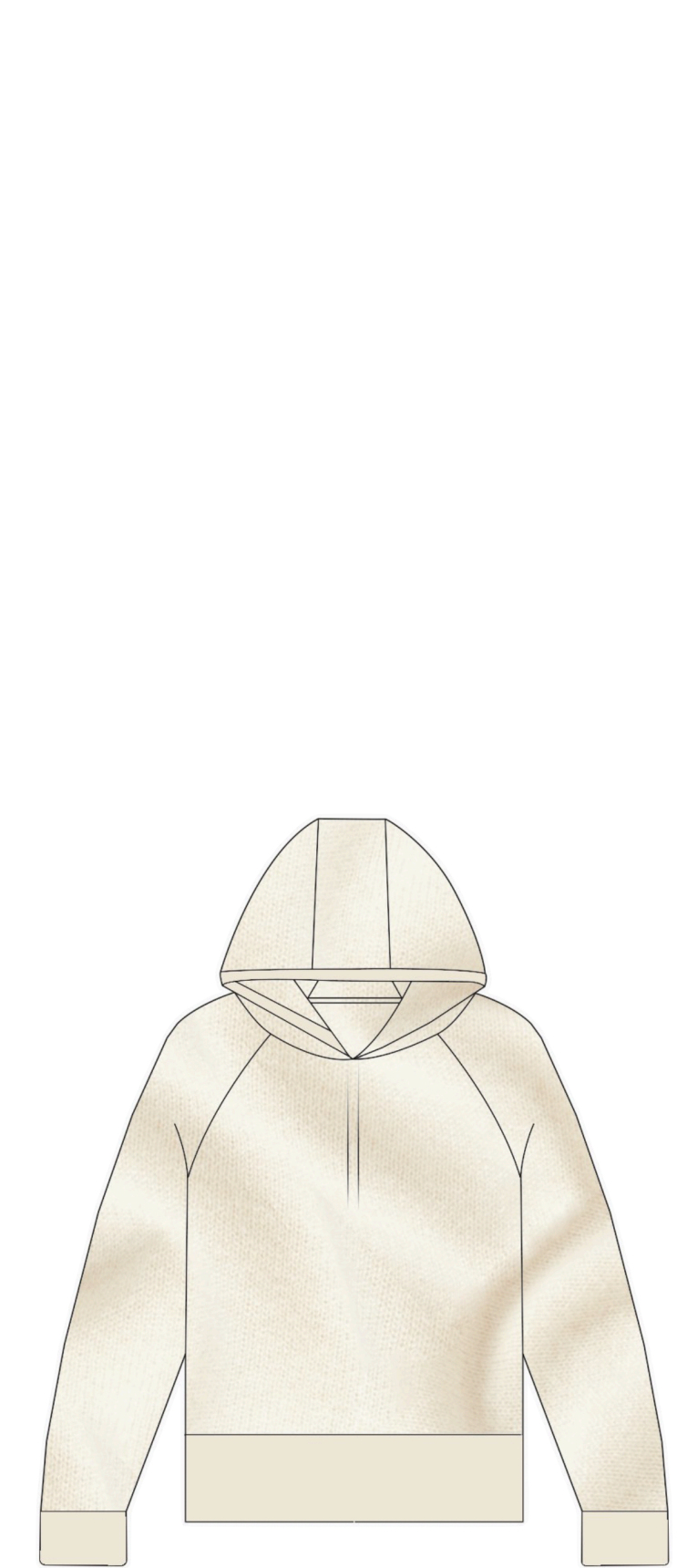
An oversized merino wool sweater features an intarsia logo on the back in contrast green. Constructed with a relaxed unisex fit.

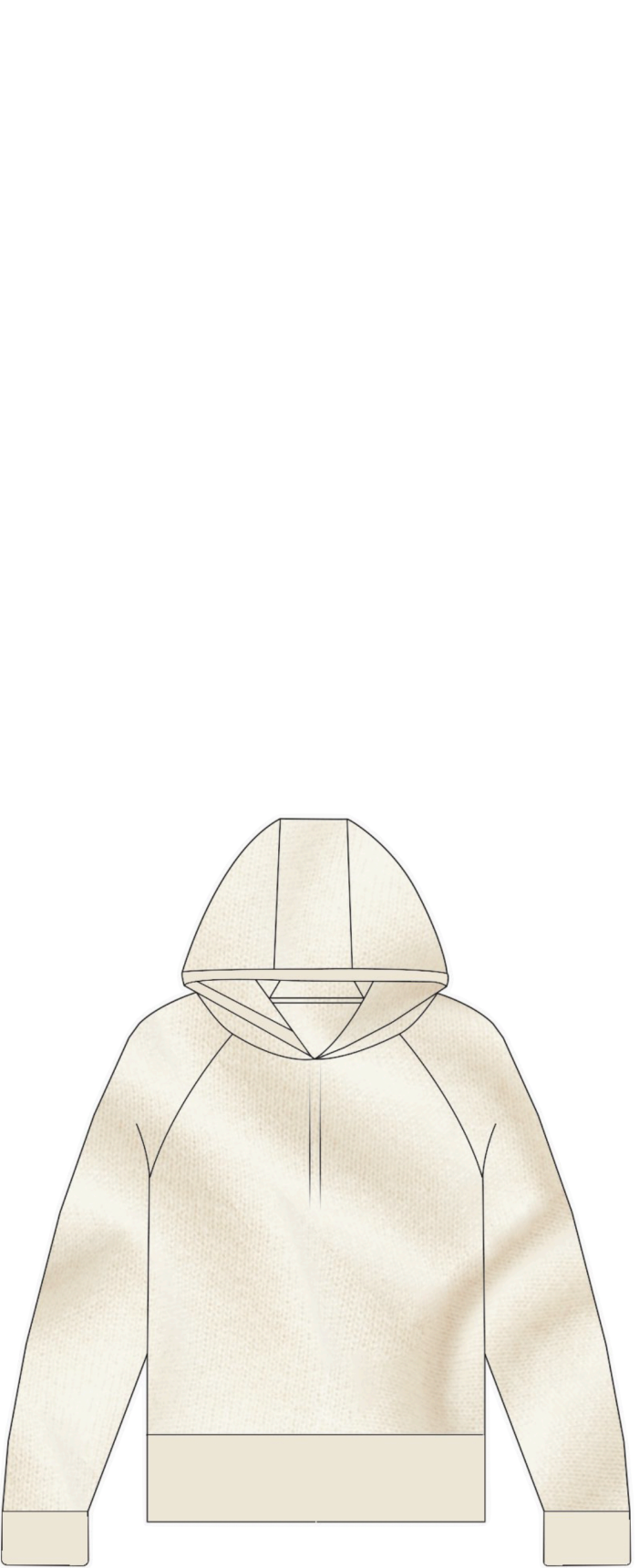
INTARSIA SWEATER

MAIN
MERINO WOOL

MADE IN ITALY









UNDERSTATED ERA

GOODWOOD

UE2312 TOTE BAG



OHMME

SC–OHM–01

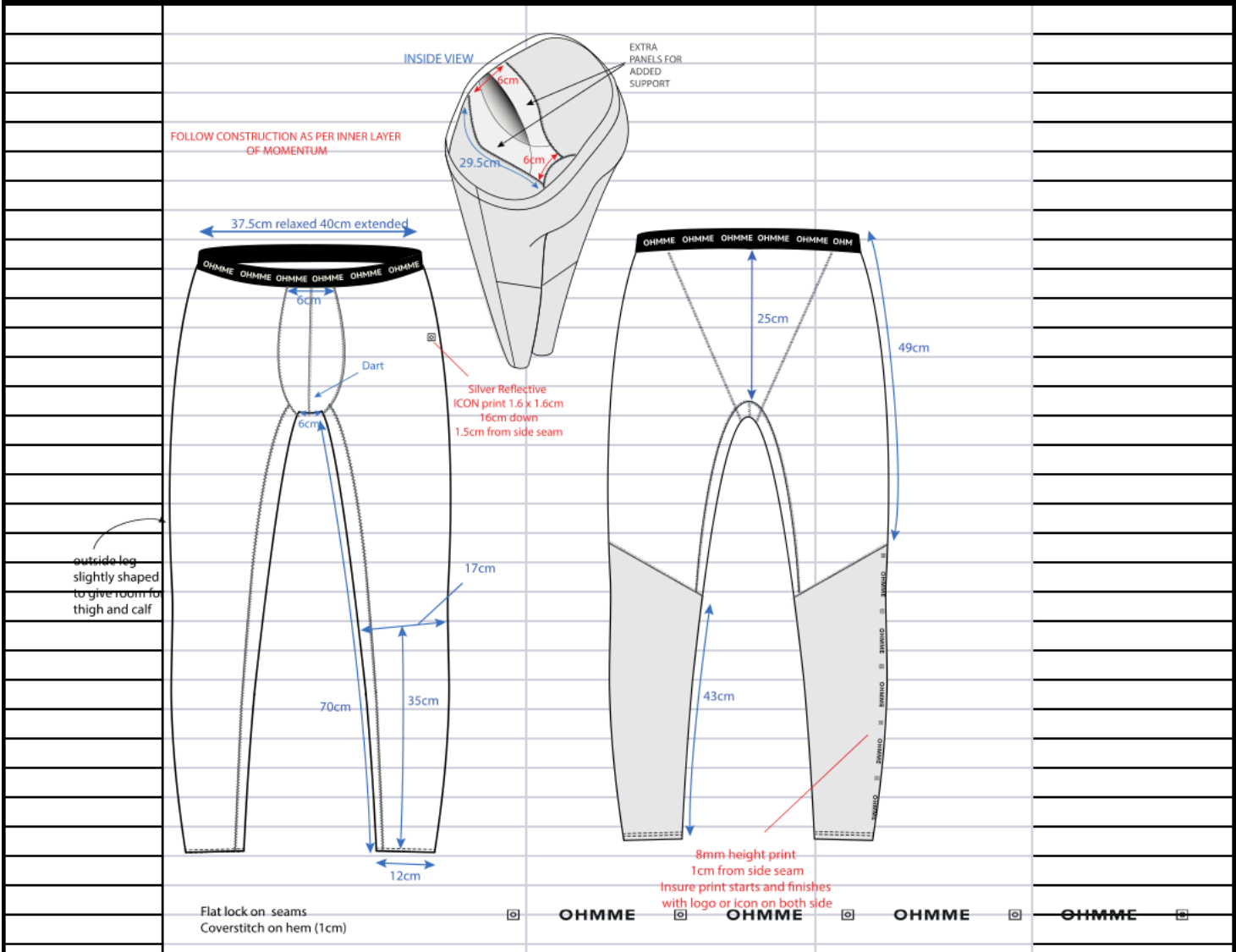
When Louis D’Origny—son of Hermès’ legendary artistic director Henri D’Origny—set out to create a luxury men’s sportswear brand, he launched OHMME: a French label rooted in performance and refinement. After three years at the helm, Louis recognised the need for a bold evolution in both aesthetic and product. He brought in Creative Director Simon Crofts to lead the transformation. Simon redefined the brand across every touchpoint—from voice and identity to product design—crafting a new collection that seamlessly moved OHMME from gym to street to outdoors.

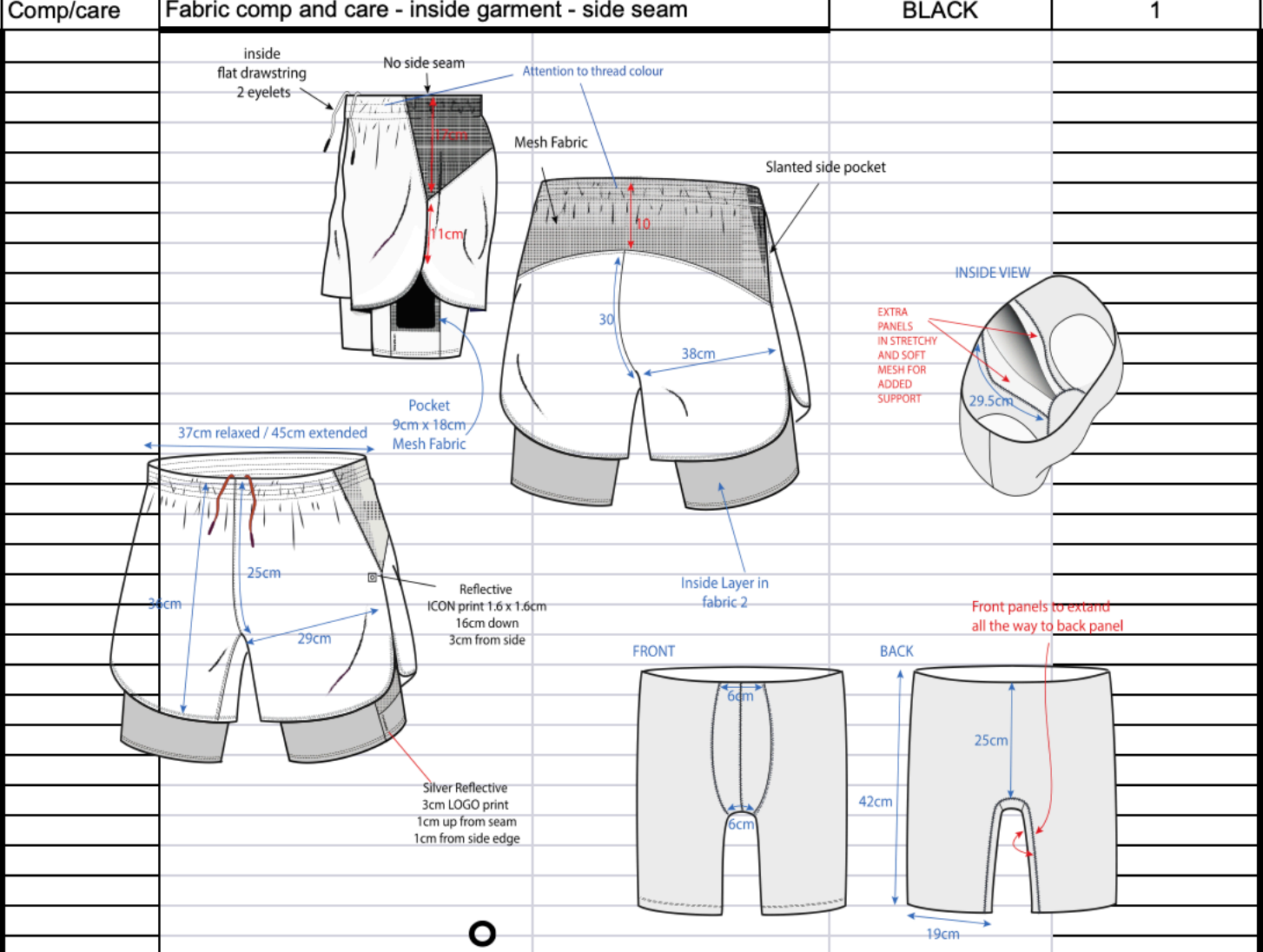
[003] LIFE COLLECTION

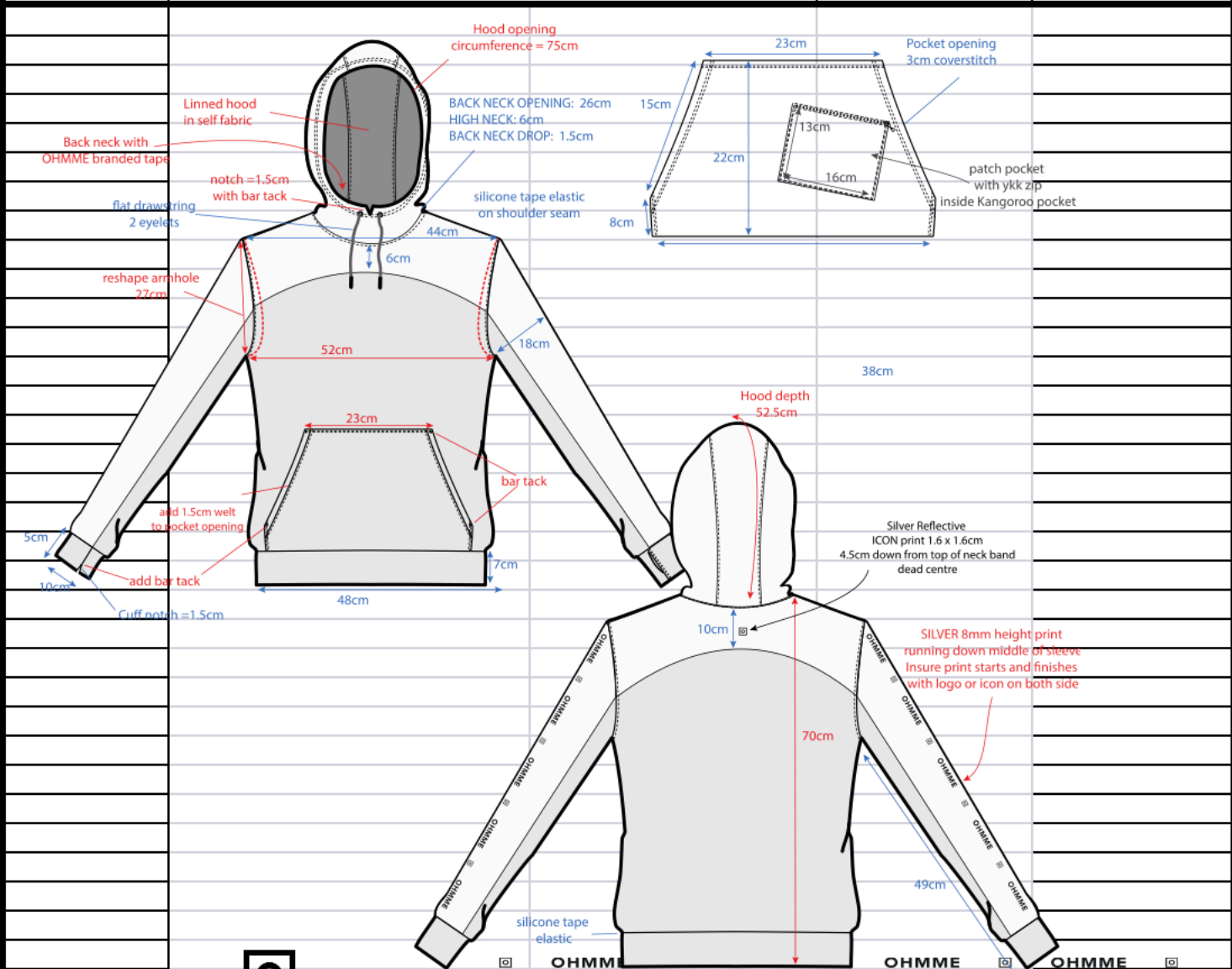


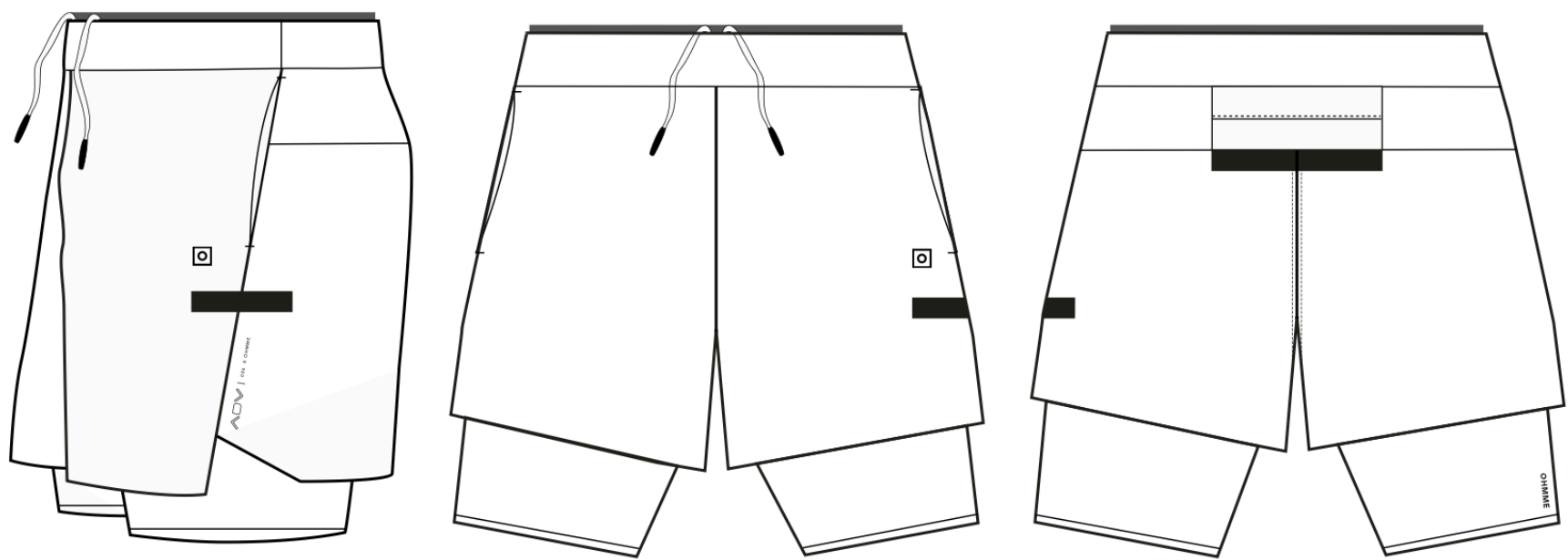
Activewear



TECH. SPECIFICATIONS		OHMME	
STYLE NB:	2012112013	STYLE NAME:	STAMINA leggings
SIZE REF:	MEDIUM		
	Description & Reference	Colour & Ref	Qty/Costing
Main Fabric	Texray TIOT-0120	as per order	
Fabric 2	Singtex - SK-1067 - mesh for inside support	BLACK	
Logo/icon strip	Heat transfer	REFLECTIVE	1
Icon	Heat transfer	REFLECTIVE	1
Label	Silicone transfer - brand + size + C.O. - inside garment	WHITE	1
Elastic	"Y" elastic - exposed at waistband	BLACK	
Comp/care	Fabric comp and care - inside garment - side seam	BLACK	1
			
ICON:	STRIP PRINT:		
size: 16mm x 16mm			

TECH. SPECIFICATIONS		OHMME	
STYLE NB:	2012211009	STYLE NAME:	TRAVERSE shorts
SIZE REF:	MEDIUM		
	Description & Reference	Colour & Ref	Qty/Costing
Main Fabric	HPS041 cationic	as per order	
fabric 2	SCK-2956ST peached inside	as per order	
Fabric 4	Shinytex - SHI-70481 - mesh for pocket and back yoke	BLACK	
Fabric 5	Singtex - SK-1067 - mesh for inside support	BLACK	
Logo	Heat transfer	REFLECTIVE	1
Icon	Heat transfer	REFLECTIVE	1
Label	Silicone transfer - brand + size + C.O. - inside garment	WHITE	1
Drawstring	Flat drawstring in black with OHMME branded tips + 2 eyelets	black	1
Comp/care	Fabric comp and care - inside garment - side seam	BLACK	1
			
ICON:	LOGO:		
size: 16mm x 16mm	size: 5mm x 30mm		

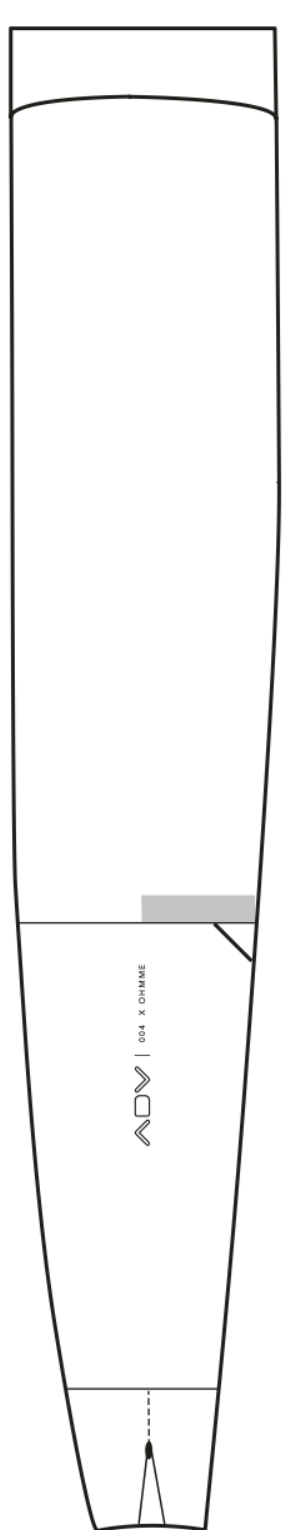
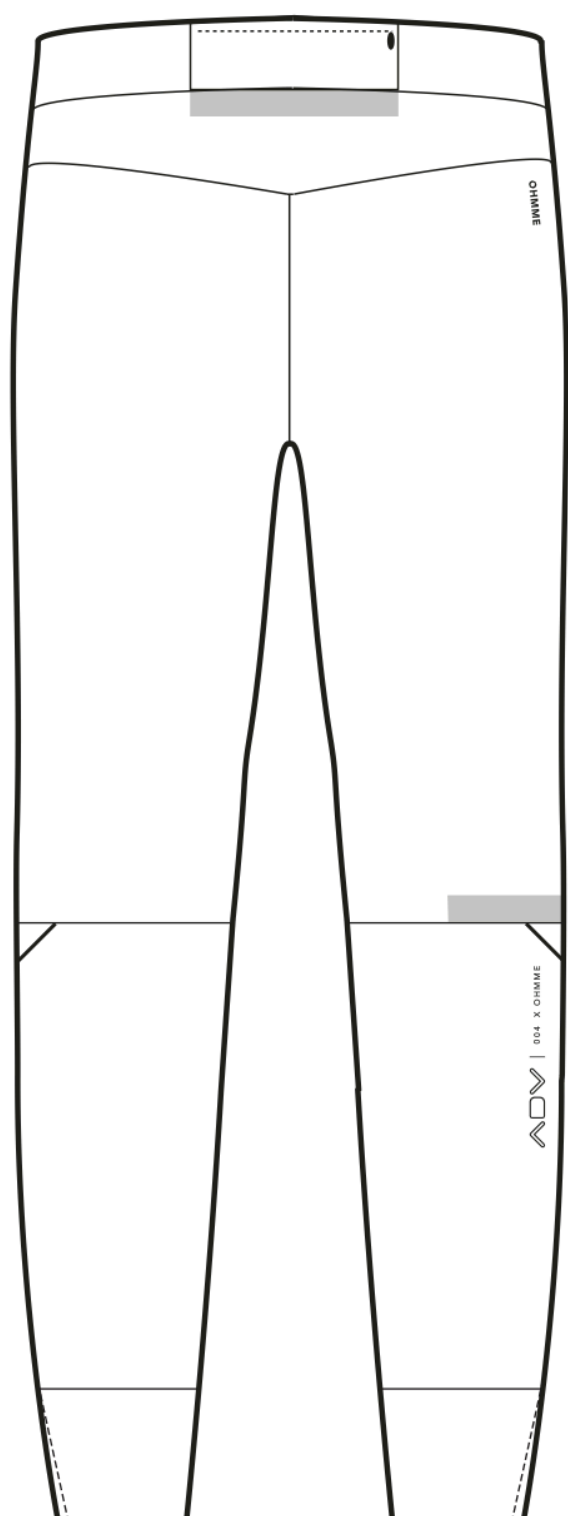
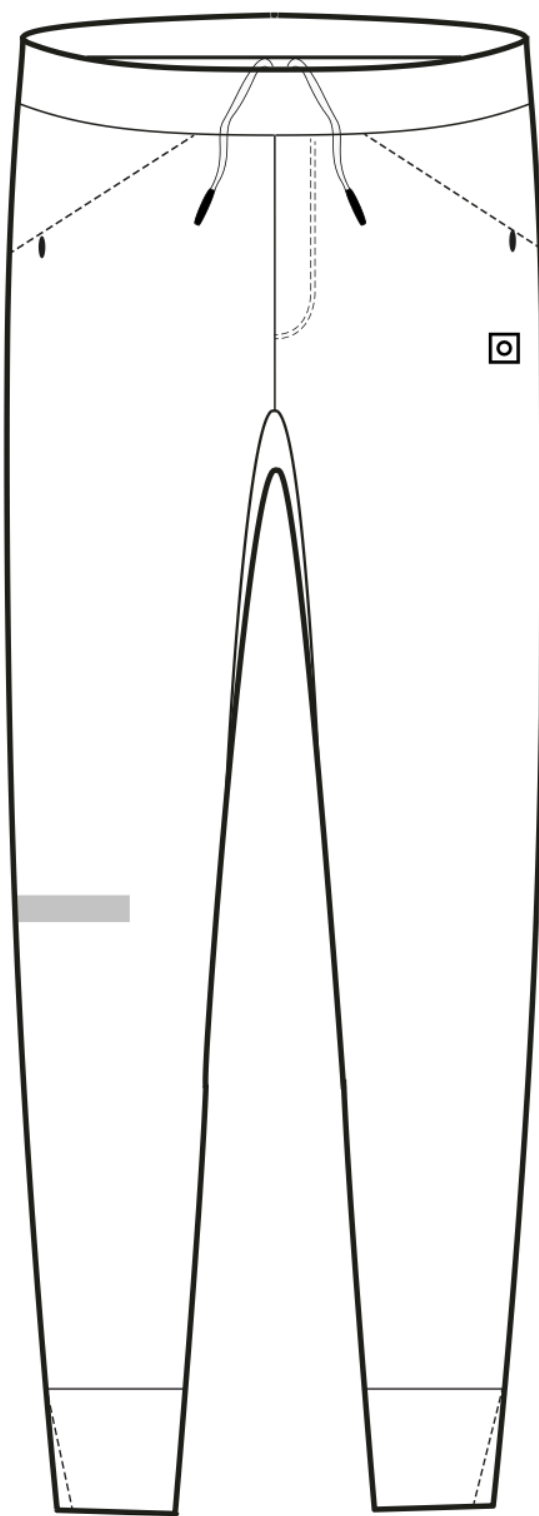
TECH. SPECIFICATIONS		OHMME	
STYLE NB:	2014305004	STYLE NAME:	ORBIK Limited
SIZE REF:	MEDIUM		
	Description & Reference	Colour & Ref	Qty/Costing
Main Fabric	Ya Champion - CPS054R	BLACK	
Fabric 2	Ya Champion - CPS054R reverse	BLACK	
Logo/icon strip	Heat transfer	REFLECTIVE	1
Icon	Heat transfer	REFLECTIVE	1
Label	Silicone transfer - brand + size + C.O. - inside garment	WHITE	1
Tape	OHMME branded tape at back neck	BLACK	1
Zip	inside pocket	BLACK	1
Drawstring	Flat drawstring in black with OHMME branded tips + 2 eyelets	BLACK	1
Comp/care	Fabric comp and care - inside garment - side seam	BLACK	1
			
ICON:	STRIP PRINT:		
size: 16mm x 16mm			



TOP LAYER - BLACK
SCHOELLER FABRIC
W64581 210GR



BASE LAYER/ COMPRESSION SHORTS - BLACK
(LIEBAERT) - sending fabric



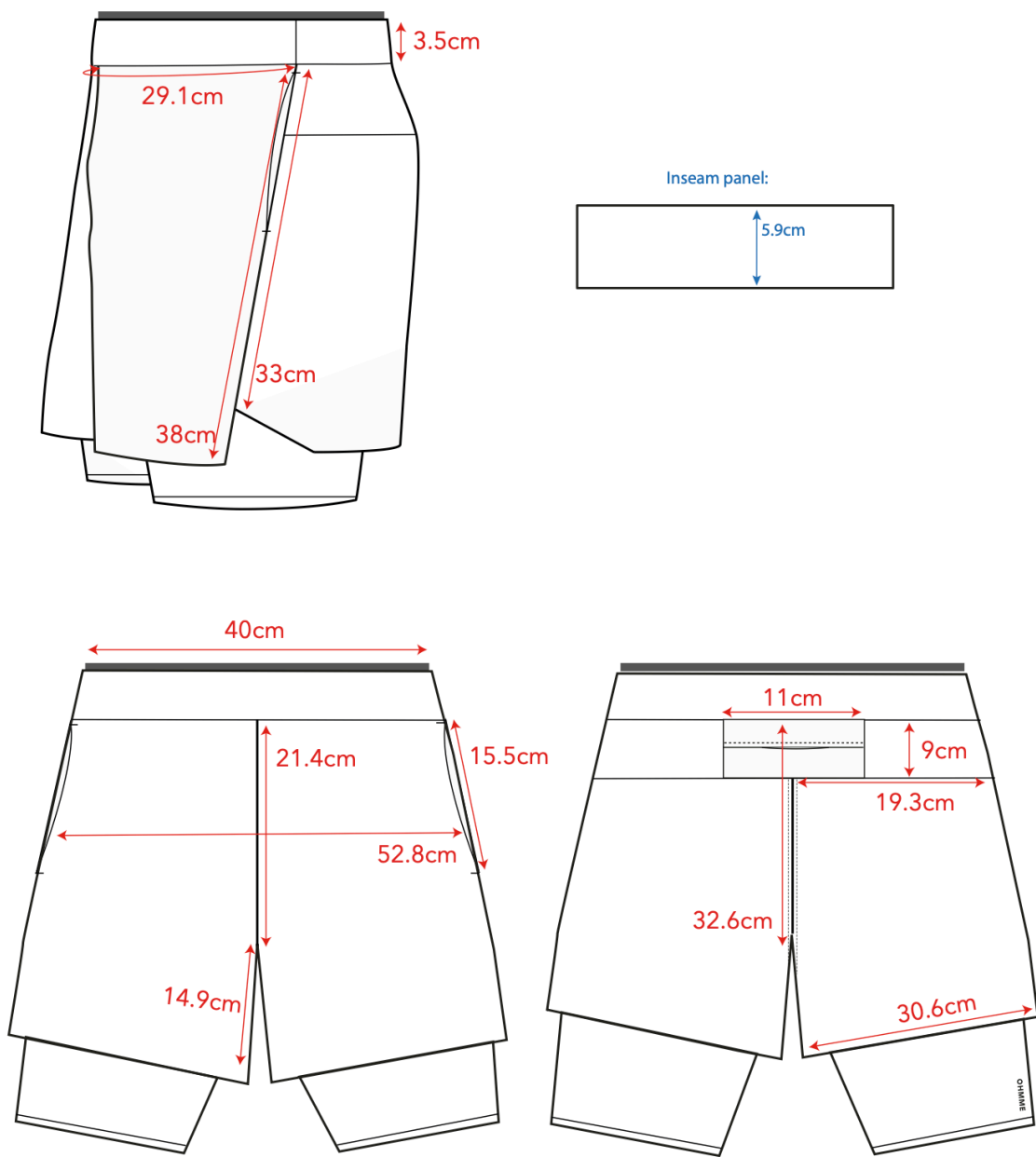
DOUBLE LAYER SHORTS W/ COMPRESSION

WAISTBAND W/ SEPARATE ELASTIC ATTACHED AT WAIST SEAM

DRAWSTRINGS W/ EYELETS AT INSIDE WAISTBAND

SEAMS TO BE BONDED WHEN POSSIBLE - HEM AND SIDE SEAMS

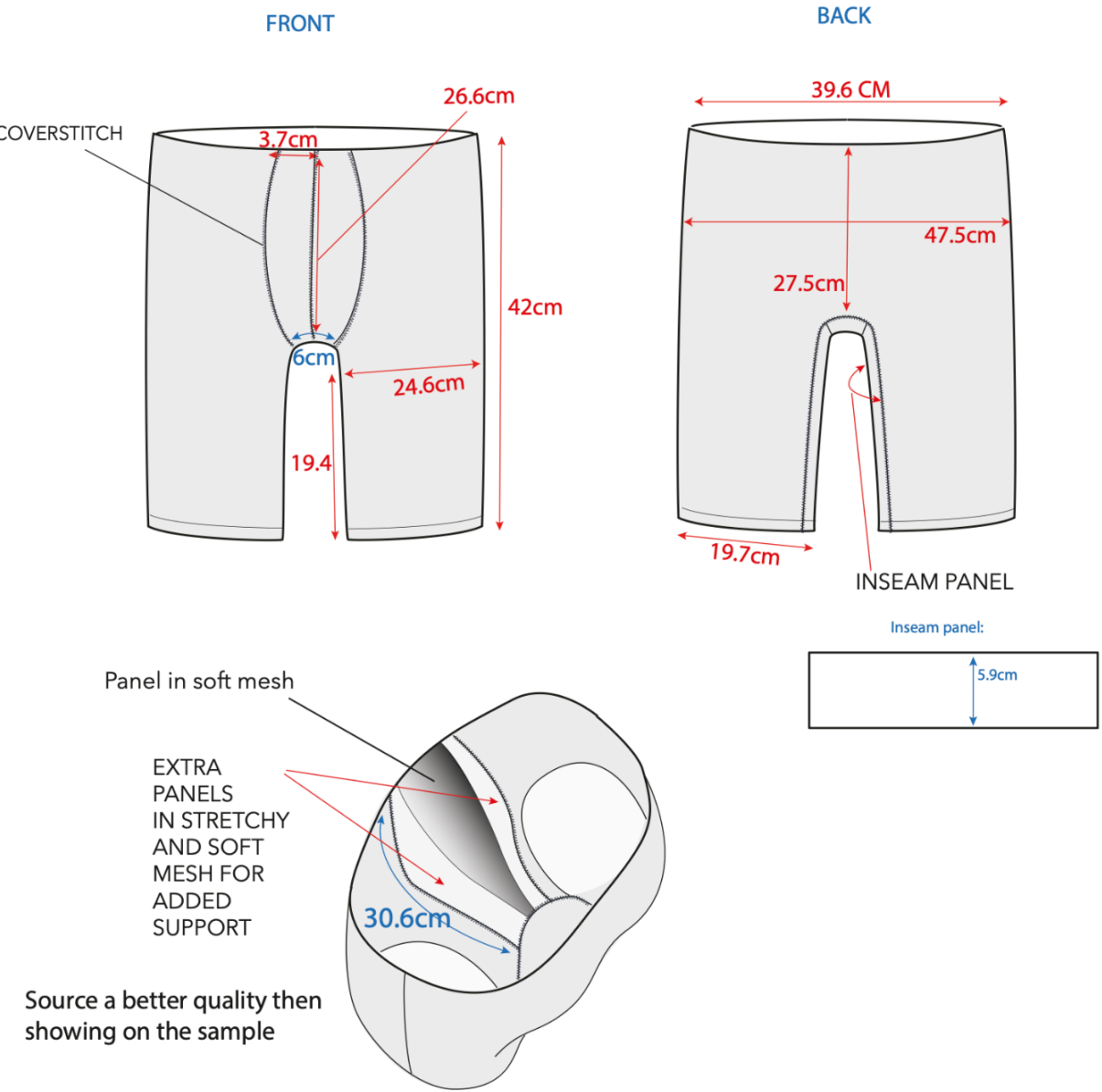
TOP LAYER HAS A LONGER FRONT - BACK IS SHORTER BY 2.5CM



SIDE SEAMS AND HEM TO BE BONDED

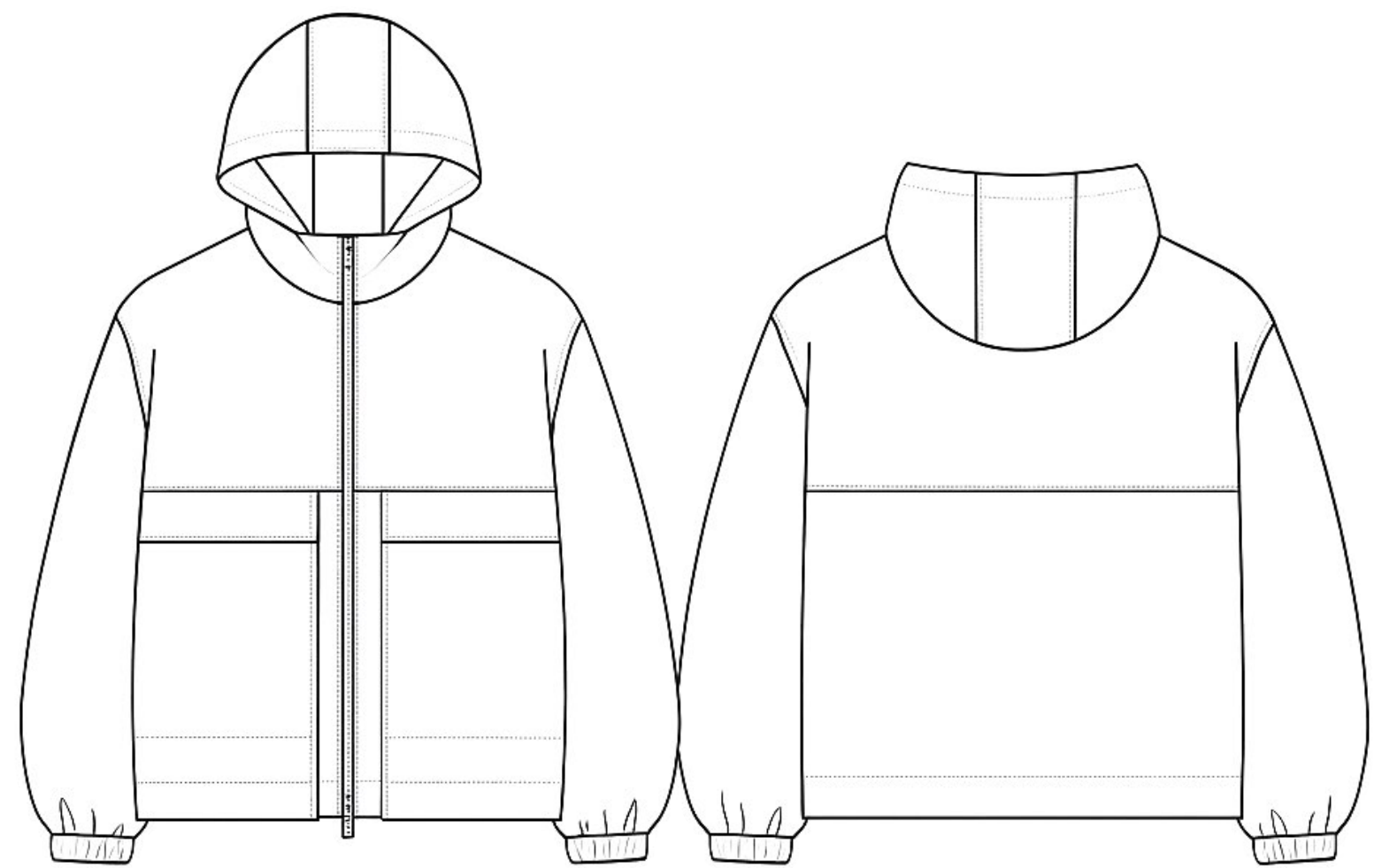
INNER LAYER IS STRETCHED ONTO WAISTBAND

COVERSTITCH AT GUSSET CONSTRUCTION



A boxy, cropped unisex hooded jacket crafted from technical Komatsu fabric, featuring a 2-way RiRi zip, concealed side pockets, dual front flap pockets, and a vented back panel for breathability and movement.

OHMME
UNISEX JACKET



041



A fitted technical running jacket made from breathable recycled fabric, featuring mesh lining, strategic ventilation, and a concealed packable hood. Designed with a rear 3M reflective panel and reflective logos for visibility, it also includes two concealed zip side pockets and elasticated cuffs and hem for a secure fit.

OHMME
RUNNING JACKET



A fitted technical running jacket made from breathable recycled fabric, featuring mesh lining, strategic ventilation, and a concealed packable hood. Designed with a rear 3M reflective panel and reflective logos for visibility, it also includes two concealed zip side pockets and elasticated cuffs and hem for a secure fit.

OHMME
RUNNING JACKET



[simoncrofts.com](#)