



GUINNESS
2022

BCI



CLASSIC T-SHIRTS

PREMIUM T-SHIRTS

LONG SLEEVE T-SHIRT

PREMIUM POLO SHIRT

RUGBY SHIRTS

6 NATIONS COLLECTION

PERFORMANCE WEAR

IRISH LABEL COLLECTION

LADIES CLASSIC T-SHIRTS

LADIES PREMIUM T-SHIRTS

HOODIES

JACKETS

SHERPA FLEECE

KNITWEAR

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KNITTED HATS

KNIT HAT / FUN HAT

BASEBALL CAPS

RECYCLED KNIT HATS

FLAT CAPS, HAT LIGHT

SOCKS + SLIPPERS

BAGS

COMPRESSED ITEMS

BOXER SHORTS

HOP HOUSE 13

THE GIFT OF GUINNESS

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©TRADITIONAL CRAFT LTD 2022

2022

Traditional Craft Limited proudly
introduces the 2022
GUINNESS® Official Merchandise
Clothing Collection.



CATEGORIES



Traditional Craft Ltd



GUINNESS



G1321
BLK GUIN HARP GREEN SPLASH MENS T
(S,M,L,XL,XXL)



"We partner with the Better Cotton Initiative to create a brighter future for cotton and the people whose livelihoods depend on it."

www.bettercotton.org



SA8000®

This garment was manufactured in an SA8000® certified organisation.



G4191
BLK GUIN A TASTE OF LADIES SCOOP T
(XS,S,M,L,XL,XXL)



G5196
BLK GUIN HARP ST PATS HOODIE
(XS,S,M,L,XL,XXL)

CLASSIC T-SHIRTS



GH1259

BLK GUIN HARP R/N T
(XS,S,M,L,XL,XXL,XXXL)



G1239

BOTT GUIN IRISH LABEL T/S
(S,M,L,XL,XXL,XXXL)



HH1028

BLK ENG LABEL PRINT R/N HANG T/S
(XS,S,M,L,XL,XXL,XXXL)



GH1259



HH1028



G1296



GH1171

**G1296**BLK LOVELY DAY FOR GUIN T
(S,M,L,XL,XXL,XXXL)**GH1171**BOTT GUIN IRL HARP HANG T
(S,M,L,XL,XXL,XXXL)

**G1278**

PEW GUIN HARP 1759 3D EMB MENS T
(S,M,L,XL,XXL)



G1278

**H1075**

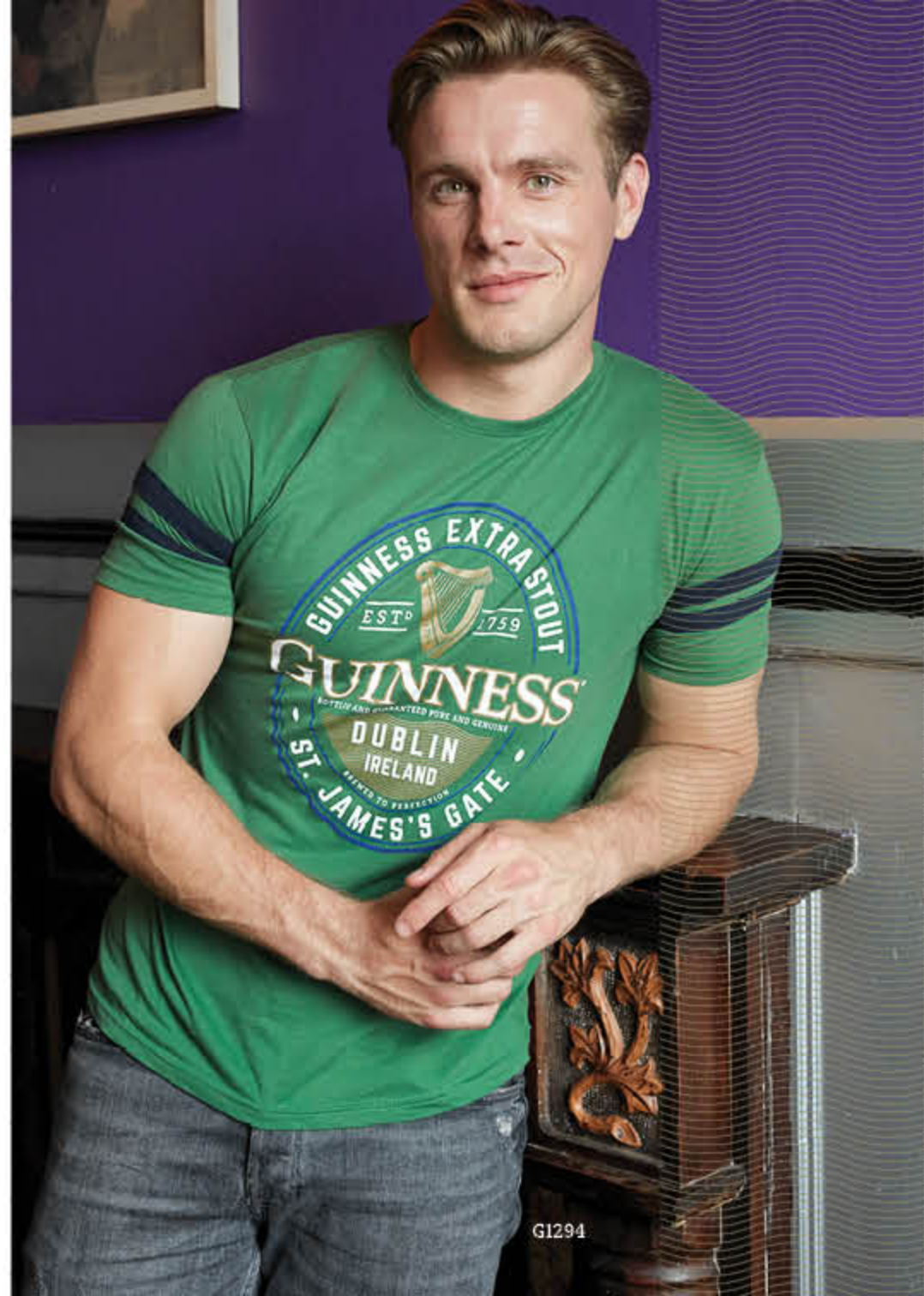
BLK GUIN STAMP GRINDLE R/N T
(S,M,L,XL,XXL)



H1075



G1294
SAGE/NAVY GUIN LABEL TAPE T
(XS,S,M,L,XL,XXL,XXXL)



G1294



G1271
BLK/DEEP TAN GUIN TAPE T/S
(XS,S,M,L,XL,XXL,XXXL)



G1271



G1273

LONG SLEEVE T-SHIRT



G1273

BLK/WHT GUIN DUB LABEL L/S
(S,M,L,XL,XXL,XXXL)



LONG SLEEVE T-SHIRT



G2066

PREMIUM POLO SHIRT



G2066

BLK GUIN 59 WHITE STR COLLAR S/S POLO
(S,M,L,XL,XXL)

PREMIUM RUGBY SHIRT



METAL HARP
BADGE



EMBOSSED TAB



SUEDE ELBOW
PATCHES



APPLIQUE



G3073
PEW/CRM GUIN METAL HARP BDG LS RUG
(S,M,L,XL,XXL,XXXL)



G3073



METAL HARP
BADGE



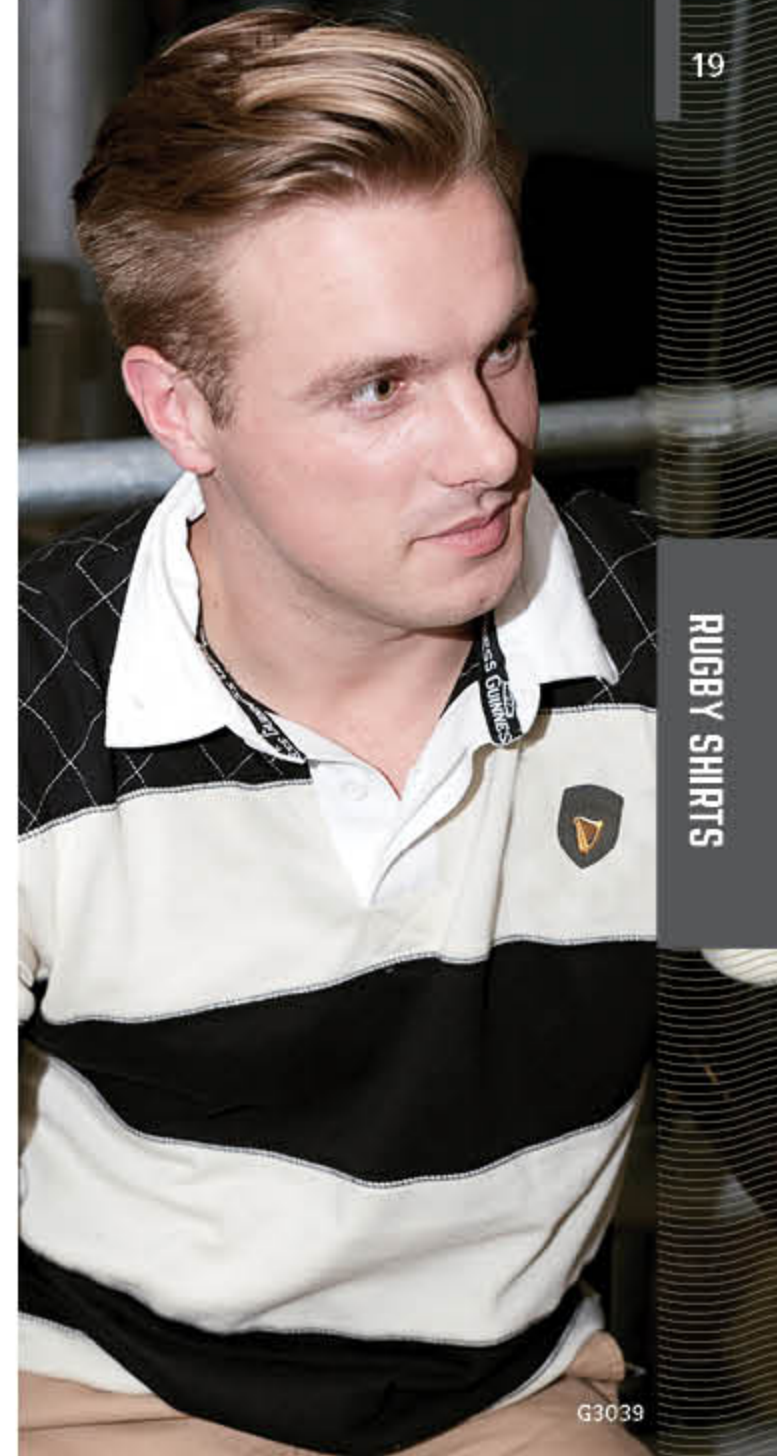
STITCHING DETAIL



CUT & SEW PANELS



G3039
CREAM/BLK GUIN L/S RUGBY
(S,M,L,XL,XXL,XXXL)



G3039



G1293



G1314

RUGBY'S
GREATEST
— CHAMPIONSHIP —

6 NATIONS COLLECTION



G1293

BLK GUIN 6 NATIONS RUGBY
T/S (S,M,L,XL,XXL,XXXL)



G1314

PEWTER 6 NATIONS SWOOSH
PREM T-SHIRT (S,M,L,XL,XXL)

T-SHIRTS



G1313

COLOUR BLOCK 6 NAT PREM
T-SHIRT (S,M,L,XL,XXL)



G1313

Guinness & Co.



PERFORMANCE



G3074

BLK GUIN 6 NATIONS SUB S/S
MENS PERF T (S,M,L,XL,XXL)



G3075

BLK GUIN 6 NATIONS PERF
S/S RUGBY (S,M,L,XL,XXL)

RUGBY'S
GREATEST
CHAMPIONSHIP



G3074

POLO SHIRT



G2092

BLK 6 NATIONS POLO SHIRT
(S,M,L,XL,XXL)



G2092





HOODIES



G5168
BLK GUIN 6 NATIONS RUGBY HOODIE
(S,M,L,XL,XXL)



G5168



G5182
COLOUR BLOCK 6 NATION
HOODIE (S,M,L,XL,XXL)



G5183
PEWTER PANEL SWOOSH HOODIE
(S,M,L,XL,XXL)



*Sleeve embroidery



6 NATIONS COLLECTION

G5182, G5183

RUGBY'S
GREATEST
—CHAMPIONSHIP—



G5184
GRY FLEECE 6 NATIONS HALF ZIP
(S,M,L,XL,XXL)



G5184

ACCESSORIES



G6242
BLK GUIN 6 NAT MULTI STRIPE
KNIT HAT (ONE SIZE)



G6243
BLK GUIN 6 NAT 3D EMB BB CAP
(ONE SIZE)



G9319
BLK GUIN 6 NAT KNIT SCARF
(ONE SIZE)



G5182



G2088

PERFORMANCE WEAR

OUR PERFORMANCE RANGE IS FULL OF FEATURES...

- DRY FIT PERFORMANCE FABRIC

-  STABILIZES CORE TEMPERATURE
-  DRAWS MOISTURE AWAY FROM SKIN
-  ENHANCES BREATHABILITY & COMFORT
-  IMPROVES HYDRATION & CIRCULATION
-  FOR PEAK PERFORMANCE
-  MACHINE WASHABLE



G2088
BLK/GRY GUIN HARP BADGE PERF POLO
(S,M,L,XL,XXL)



G6213
BLK GUIN GRY PERFORMANCE
BB CAP (ONE SIZE)



G3067
BLK/WHT GUIN PERFORMANCE S/S RUGBY
(S,M,L,XL,XXL)

G3067



G5153
BLK GUIN PERF 1759 1/4 ZIP
(XS,S,M,L,XL,XXL)

G5153



THE IRISH LABEL COLLECTION

Guinness is an iconic brand with a vast history of brewing innovation and remarkable acts of philanthropy. It is synonymous with Ireland and has a heritage rich in Irish culture. With that in mind we have created a capsule collection celebrating the original Irish language bottle label from the Guinness archives. See different product category pages for each garment type.



G3068



G3071



IRISH label translated

Gaeilge is Ireland's native language so naturally, it was seen on many Guinness bottlers labels. The top line 'Lionn Dub Dúbalta' means Extra Stout. The bottom line 'Geata San Séamus Át Cliat' means St. James's Gate Dublin. Below the Arthur Guinness Signature you will see 'Ar n-a cúir i mbuidéil ag' which means 'bottled at' or 'bottled by' a particular bottler or publican, who's name and address was included below this on the label. Beneath the address, 'Ná cuireann i mbuidéil aon lionn dub ná pórtair eile' states that this particular bottler, has used only Guinness and no other stout or porter. This acted as a guarantee of quality.



G4179 - Page 43

PERFORMANCE WEAR



G3068
BTL/BLK GUIN PERFORMANCE S/S JERSEY
(S,M,L,XL,XXL)



G3071
BTL/BLK GUIN IR LABEL CYCLING JERSEY
(S,M,L,XL,XXL)



G6217
BTL/BLK GUIN IRISH LABEL BBALL
CAP (ONE SIZE)



G6223
BTL GUIN IRISH LABEL BEANIE
HAT (ONE SIZE)



G9310
BTL GUIN IR LABEL SUEDE BASE
BACK PACK (ONE SIZE)

LADIES WEAR



G4179



G4180



G4183



G4187

LADIES CLASSIC T-SHIRTS



G4161
BLK GUIN BUTTERFLY T
(XS,S,M,L,XL,XXL,XXXL)



G4186
BOTT GUIN LABEL LDS V/N T/S
(XS,S,M,L,XL,XXL,XXXL)



G4161

G4186

LADIES PREMIUM T-SHIRTS



G4179
BLK GUIN IRISH LABEL LADIES L/S T
(XS,S,M,L,XL)



G4180
WHT GUIN 2WAY SEQUIN PINT LADIES T
(XS,S,M,L,XL)



G4187
WHT GUIN LABEL SOFT SCOOP LDS T/S
(XS,S,M,L,XL)



H4059
RED GUIN STAMP GRINDLE LDS T
(XS,S,M,L,XL)



H4059

G4187



G4183
MOSS GRN GUIN LABEL STUDS LDS T
(XS,S,M,L,XL)



G4184
BLK/PK GUIN LOVE DAY SEQUIN LDS V T
(XS,S,M,L,XL)



G4184



G4183



G5161

**G5161**BLK GUIN LABEL ST. JAMES GATE HOODIE
(S,M,L,XL,XXL)**G5092**BOT GUIN IRL HARP UNISEX HOODIE
(S,M,L,XL,XXL)



G5149

JACKETS



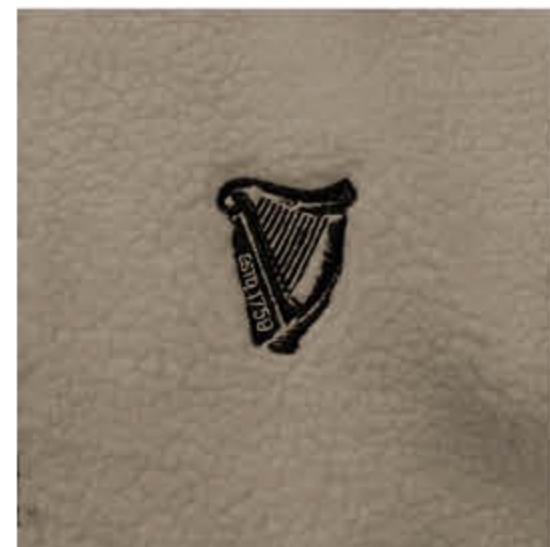
G5149
BLK GUIN HARP SOFT SHELL F/ZIP
JKT (S,M,L,XL,XXL,XXXL)



G5197
BLK GUIN HARP FLEECE
(S,M,L,XL,XXL,XXXL)



G5186
 STONE GUIN HARP SHERPA 1/4 ZIP
 (S,M,L,XL,XXL)



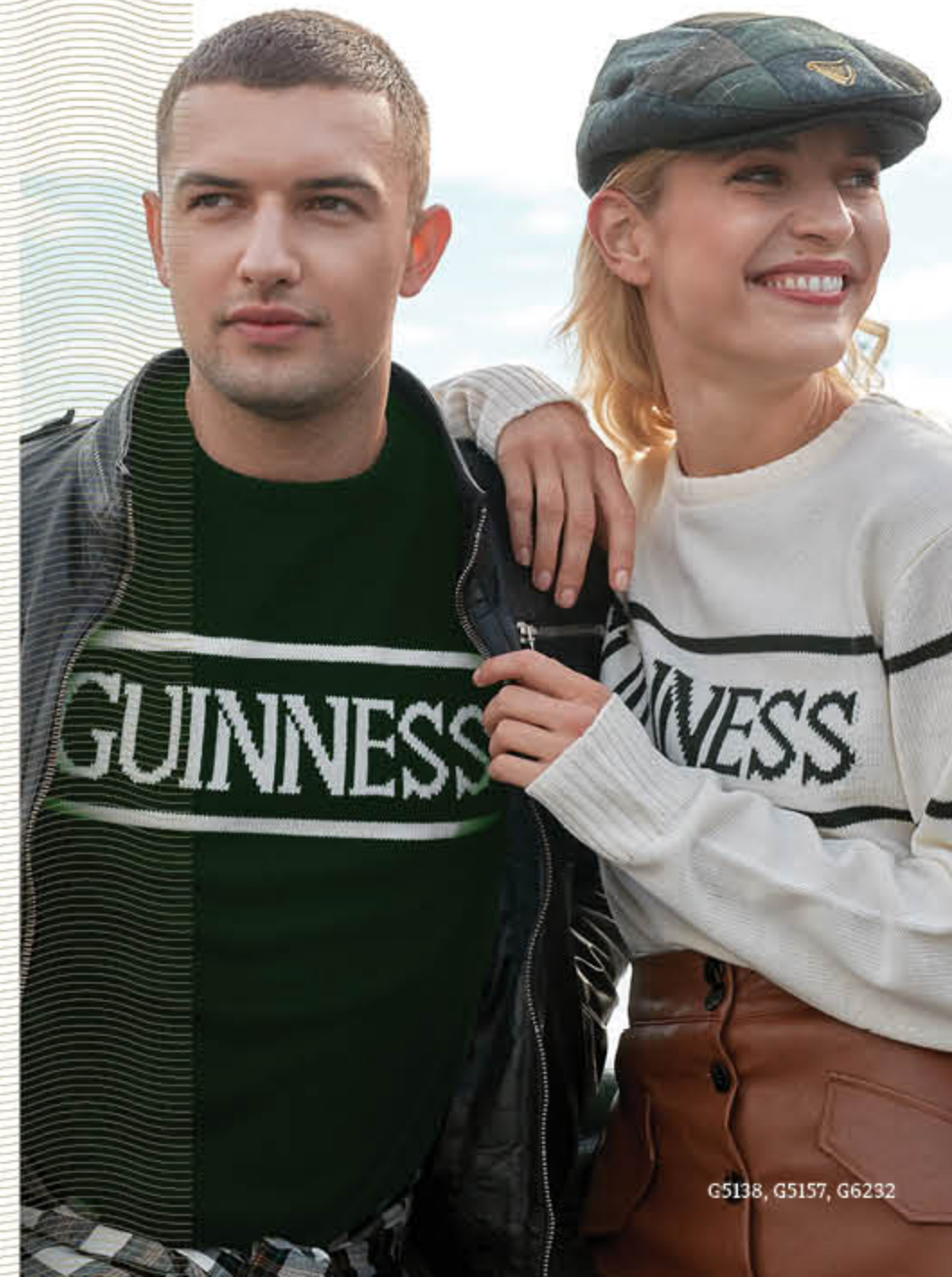
KNITWEAR



G5157
CRM GUIN CREW NK BOT JAC SS
(XS,S,M,L,XL,XXL)



G5138
BOT GUIN CREW NK CRM JAC SS
(XS,S,M,L,XL,XXL)



G5138, G5157, G6232



G5172
BLK/WHT/RED CREW NK JAC
JUMPER (XS,S,M,L,XL,XXL)



G5173
BLK/MUL GUIN TOUCAN KNIT
JUMPER (XS,S,M,L,XL,XXL)

ACCESSORIES

©Guinness & Co.



G6219 HAT


GUINNESS

ACCESSORIES



G9307

KNITTED HATS



G6132
BLK GUIN T/M 1759 KNIT HAT
(ONE SIZE)



G6164
CHAR/BLK GUIN HARP KNIT HAT
(ONE SIZE)



FRONT

BACK

G6195
BLK GUIN RIB SIG KNIT HAT
(ONE SIZE)



G6230
BLK/GRY STRIPE 3D EMB
KNIT HAT (ONE SIZE)



G6223
BTL GUIN IRISH LABEL BEANIE
HAT (ONE SIZE)



G6219
BLK GUIN WOVEN IR LABEL
BADGE BEANIE HAT (ONE SIZE)

KNITTED HAT & SCARF / FUN HAT



G6244
BOT/CRM GUIN JACQUARD
KNIT HAT (ONE SIZE)



G9320
BOT/CRM GUIN KNIT
SCARF (ONE SIZE)



G6008
BLK SIG EMB PINT FUN HAT
(ONE SIZE)



G6217
BTL/BLK GUIN IRISH LABEL BBALL
CAP (ONE SIZE)



G6222
GRY TWEED GUIN WOVEN PATCH BB
CAP (ONE SIZE)



G6234
BLK/WHT GUIN 3D EMB HARP BB CAP
(ONE SIZE)



G6227
NVY/BUR GUI GILROY SKETCH DISTRESS
BBALL (ONE SIZE)



G6225
BLK GUIN LABEL BBALL CAP
(ONE SIZE)



G6235
RED/WHT GUIN LOVELY TOUCAN BB
CAP (ONE SIZE)



G6220
BLK/TAN GUIN CELTIC KNOT HARP
BB CAP (ONE SIZE)



G6240
BURG/BLK GUIN 3D EMB PRT BBCAP
(ONE SIZE)



G6000
BLK SIG EMB B/BALL CAP
(ONE SIZE)



G6153
BLK GUIN ENG LAB BOT CAP
(ONE SIZE)



G6212
BOT GUIN DISTRESSED
PATCH BB CAP (ONE SIZE)



G6133
BLK GUIN SHAM BOTTLE CAP
(ONE SIZE)



G6203
BLK GUIN EMBOSSED TWEED BB CAP
(ONE SIZE)



G6213
BLK GUIN GRY PERFORMANCE BB CAP
(ONE SIZE)



G6146
BOT GUIN IRL BOT CAP
(ONE SIZE)



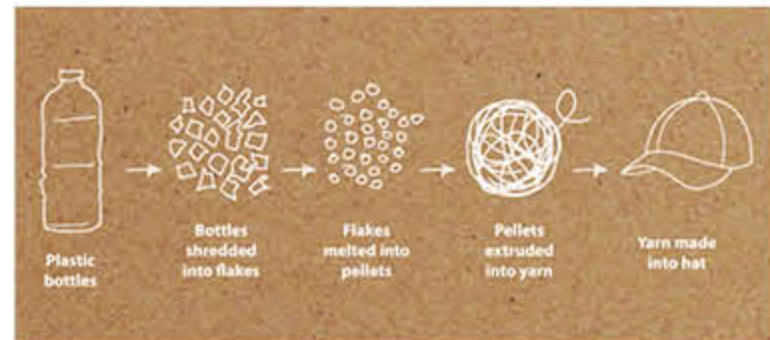
G6209
BLK GUIN 3D HARP BTL OPENER BB
CAP (ONE SIZE)

RECYCLED KNITTED HATS



These planet friendly knitted hats are made from recycled polyester yarn.

Every year around 300 million tonnes of plastic is produced, and each year around 8 million tonnes ends up in our oceans. We are committed to helping build a sustainable future by developing product that enables our customer to have a positive impact on wellbeing, communities and the planet.



G6237
BLK/GUIN TURNUP RECYCLED KNIT
HAT (ONE SIZE)



G6238
KHK GUIN TURNUP RECYCLED KNIT
HAT (ONE SIZE)



G6232, G5157

FLAT CAPS



G6035
MUL GUIN/HARP EMB FLAT CAP
(M,L)



G6189
GRY GUIN TWEED FLAT CAP
(M,L)



G6232
GRN GUIN TWEED/CHECK PATCH
FLAT CAP (M,L)

KNIT HAT WITH LIGHT



G6251
BLK GUINNESS LED LIGHT KNITTED HAT
(ONE SIZE)



SOCKS + SLIPPERS



G9041
BLK GUIN SIG PINT SOCKS
(ONE SIZE)



G9214
BLK/RED GUIN BEST DAD SOCK
(ONE SIZE)



G9285
BLK GUIN TALL DARK HAVE SOME
SOCK (ONE SIZE)



G9159
BLK GUIN A/O SHAM SOCK
(ONE SIZE)



G9248
BLK GUIN POLKA DOT LDS SOCK
(ONE SIZE)



G9286
BLK GUIN BURG & GRY STRIPED SOCK
(ONE SIZE)



H9009
BLK GUIN BY NIGHT SOCKS
(ONE SIZE)



H9012
BLK FLYING TOUCAN SOCK
(ONE SIZE)



G9287
BLK GUIN STRIPE FLYING
TOUC SOCK (ONE SIZE)



G9288
BLK GUIN COLOUR TOUCANS
WITH PINT SOCK (ONE SIZE)



G9299
BLK GUIN AOP PINT BLUE
RIM SOCK (ONE SIZE)



G9309
BLK/BTL GUIN IRISH LABEL HARP
SOCK (ONE SIZE)



G9160
BLK GU A/O SHAM LDS SPORT
SOCK (ONE SIZE)



G9322
BLK GUIN PINT MENS TRAINER
SOCK (ONE SIZE)



G9321
BLK/BUR GUIN TOUCAN LDS
TRAINER SOCK (ONE SIZE)



G9323
BLK GUIN HARP MENS TRAINER
SOCK (ONE SIZE)

SLIPPERS



G9004
BLK SIG EMB PINT SLIPPERS
(ONE SIZE)

NOVELTY SOCKS



G9307
BLK GUIN BRING ME A PINT SOCKS
(ONE SIZE)



H9113
BLK/BLU GUIN GILROY TOUCAN
NOVELTY SOCK (ONE SIZE)

BAGS



G9296
BLK/BRW GUIN SUEDE BASE BACKPACK
(ONE SIZE)



G9310
BTL GUIN IR LABEL SUEDE BASE BACK PACK
(ONE SIZE)

COUNTER TOP COMPRESSED ITEMS



G1121
GUIN COMPRESSED T-SHIRT
(XL)



G9220
BLK GUIN COMPRESSED BOXER
SHORT (L)



G9219
BLK GUIN COMPRESSED SOCK
(ONE SIZE)



H9109
BLK GUIN TOUC COMPRESSED SOCK
(ONE SIZE)



BOXER SHORTS



H9074
MULTI GUIN TOUCAN BOXER
(S,M,L,XL)



H9096
BLK GUIN BY NIGHT BIG PINT BOXER
(S,M,L,XL)



H9101
BLK GUIN ENG LAB BOXER SHORT
(S,M,L,XL)

HOP HOUSE 13



G1298
GREY GUIN HOP HOUSE LAGER
S/S T'S (S,M,L,XL,XXL)



G1301
BLK HH13 OVERSIZE SEAM PRINT
MENS T (S,M,L,XL,XXL)



G1302
BLK ACID WASH HH13 LOGO
MENS ROLL SLV T (S,M,L,XL,XXL)

G1298

G1301



G8005
BLU DENIM HH13 SHIRT
(XS,S,M,L,XL,XXL)



G5170
BLK HH13 BREAST PRINT LOGO
SWEATSHIRT (XS,S,M,L,XL,XXL)



G5178
BLK HH13 BREAST PRINT LOGO
UNISEX HOODIE (XS,S,M,L,XL,XXL)



G5171
BLK HH13 POCKET TAB WORKMANS JACKET
(XS,S,M,L,XL,XXL)

HOP HOUSE 13 - LADIES WEAR



G4188
RED HH13 PRINT/EMB LADIES KNOT T
(XS,S,M,L,XL)



G4189
WHT HH13 OVERSIZE SEAM
PRINT LDS T (S,M,L,XL,XXL)



G9326
NAT HH13 LOGO JUTE
TOTE BAG (OS)



G9328
NAT HH13 LOGO TOTE BAG
(OS)



G6228
GRY MARL GUIN HOPHOUSE
13 BBALL CAP (ONE SIZE)



G6229
GRY HOPHOUSE 13 KNIT HAT
(ONE SIZE)



G6245
BLK DENIM HH13 LOGO
BASEBALL CAP (OS)



G6246
BLK HH13 TURNUP RECYCLED
KNIT HAT (OS)



THE GIFT OF
GUINNESS



MEN'S PYJAMA SETS:


G9338

BLK GIFT OF GUINN PINT PJ SET
(S,M,L,XL,XXL)



* Gift wrapped with ribbon,
card & swing ticket.



* Shorts from G9338 set.



MEN'S PYJAMA SETS:



* Shorts from G9339 set.

G9339

ASH GRY GIFT OF GUIN HARP PJ SET
(S,M,L,XL,XXL)



* Gift wrapped with ribbon,
card & swing ticket.



SIDE BY SIDE SOCKS:


G9340

BLK/YEL GIFT OF GUIN MAKE MINE A
SOCK (ONE SIZE)



* Hanging on Gift of Guinness header card.



* Text on soles of sock.


G9342

NAVY/TUR GIFT OF GUIN MAKE MINE A
SOCK (ONE SIZE)


G9307

BLK GUIN BRING ME PINT SOCKS
(ONE SIZE)


H9113

BLK / BLU GUIN GILROY TOUCAN
NOVELTY SOCKS (ONE SIZE)

SIDE BY SIDE SOCKS:

G9346
**BLK GIFT OF GUIN XMAS NOVELTY SOCK
(ONE SIZE)**

G934I
**ORG/NVY GIFT OF GUIN ONLY A GUIN
SOCK (ONE SIZE)**


3 PACK SOCKS GIFT BOX:


G9343

MULTI GIFT OF GUIN HARP 3PK SOC SET
(OS)



2 PAIRS OF SOCKS IN A CAN:


G9345

BLK GIFT OF GUIN HARP 2PACK SOCK
CAN SET (ONE SIZE)

NOVELTY CAN MONEY BOX
2
PAIR
SOCKS



* Packaged in a novelty can of Guinness that doubles as a money box.

GIFT BOXES



BOXER SHORT & SOCK SETS:


G9335

GRY GIFT OF GUINNA AOP BOXER SOCK
SET (M,L,XL)



* Packaged in a Gift of Guinness gift box with rope handle.

G9334

MULTI GIFT OF GUIN CHECK BOXER
SOCK SET (M,L,XL)


G9336

BLK GIFT OF GUIN PINT BOXER SOCK SET
(M,L,XL)


G9337

BLK GIFT OF GUIN AOP PINT BOXER SOCK
SET (M,L,XL)



* Packaged in a Gift of Guinness gift box with rope handle.

Alternative Guinness Gift Stock:

**G5138**

BOT GUIN CREW NK CRM JAC
(XS,S,M,L,XL,XXL)

**G5157**

CRM GUIN CREW NK BOT JAC SS
(XS,S,M,L,XL,XXL)

**G5172**

BLK GUIN CREW NK WHT PANEL JUMPER
(XS,S,M,L,XL,XXL)

**G5173**

BLK TOUCAN JUMPER
(XS,S,M,L,XL,XXL)



G6189
GRY GUIN TWEED FLAT CAP
(OS)



G6232
GRN GUIN TWEED/CHECK PATCH FLAT
CAP (OS)



G6035
MUL GUIN/HARP EMB FLAT CAP
(OS)



G9292
CHAR GUIN CABLE & RIB KNIT SCARF
(OS)



G9291
CHAR GUIN CABLE & RIB KNIT GLOVES
(OS)



G9289
NAT GUIN CABLE & RIB KNIT SNOOD
(OS)



G9290
NAT GUIN CABLE & RIB KNIT GLOVES
(OS)



G9324
BLK GUINN AOP HARP SNOOD
(OS)



G9325
BLK GUINN AOP TUCAN SNOOD
(OS)





CHRISTMAS TOUCAN:


G1315

 BLK GUIN XMAS TOUCAN T
(S,M,L,XL,XXL)

G1316

 GRN MARL GUIN XMAS TOUCAN L/S T
(S,M,L,XL,XXL)




G1315



G5181, G5180

CHRISTMAS TOUCAN:


G5194

 BLK GUI ITS GUINNESS TIME HOODIE
(S,M,L,XL,XXL)

G9347

 BLK GUIN XMAS TOUCAN TOTE BAG
(ONE SIZE)

G9348

 CRM GUIN XMAS TOUCAN TOTE BAG
(ONE SIZE)


KNITWEAR:


G5180

BLK/ CRM GUINNESS PINT KNIT JUMPER
(XS,S,M,L,XL,XXL,XXXL)



* Gift wrapped with ribbon, card & swing ticket.



KNITWEAR:


G5181

BLK/GOLD GUIN HARP KNIT JUMPER
(XS,S,M,L,XL,XXL)



* Gift wrapped with ribbon, card & swing ticket.





G6250, G6249

KNITTED HATS:



G6249

BLK/CRM GIFT OF GUIN A0
KNIT HAT (ONE SIZE)

G6250

BLK/GLD GIFT OF GUIN A0P KNIT HAT
(ONE SIZE)

G6251

BLK GUINNESS LED LIGHT KNITTED HAT
(ONE SIZE)

*WITH HEAD LIGHT FEATURE

This product is intended for purchase and enjoyment by people of legal purchase age for alcohol beverages.

The merchandise in this catalogue is shown for representation purpose only.

The colours and styles may change without notice. Not all products / slogans displayed may be available in all markets.

Always Drink Responsibly.

Get the facts. Be **DRINKAWARE** Visit drinkaware.ie

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www.traditionalcraft.com

Lovely
day
for a
GUINNESS

Lovely day for a
GUINNESS

G1294, G1277, G4183