



GUINNESS



2025



Traditional Craft Ltd

Traditional Craft Limited proudly introduce the 2025 GUINNESS™ Official Merchandise Clothing Collection.




G5241, G1364

GUINNESS™ 2025

OFFICIAL MERCHANDISE

CATEGORIES

BLACK & CREAM 4-11	LOVELY DAY COLLECTION 12-21	HAWAIIAN SUMMER TOUCAN 22-25	HERITAGE COLOUR EDIT 26-29
VINTAGE LABEL COLLECTION 30-31	CLASSIC T-SHIRTS 32-33	PREMIUM T-SHIRTS 34-35	RUGBY SHIRTS 36-39
PERFORMANCE WEAR 40-45	LADIES T-SHIRTS 46-49	HOODIES & SWEATSHIRTS 50-51	GUINNESS GUINNESS GUINNESS GUINNESS GUINNESS
KNITWEAR 52-55	BASEBALL CAPS 56-57	KNITTED HATS 58-59	FLAT CAPS & PINT HAT 60
BUCKET HATS & TORCH HAT 61	SOCKS 62-64	NOVELTY CAN & SLIPPERS 65	BOXER & SWIM SHORTS 66
BAGS & COUNTER TOP PRODUCTS 66-67			GUINNESS



G1364, G5241



G5241



G1365



G9396

GUINNESS™ 2025
OFFICIAL MERCHANDISE

**GUINNESS
GUINNESS
GUINNESS
GUINNESS
GUINNESS**



G5245



G1365



G5241, G9396

BLACK & CREAM COLLECTION



G6287
BLK/CRM GUIN WOVEN BADGE BBALL CAP
(ONE SIZE)



G1364
BLK/CRM CHENILLE GUINNESS WORD TS
(XS,S,M,L,XL,XXL)



G1364



G1365



G1365
CRM SMILING PINT MENS T-SHIRT
(XS,S,M,L,XL,XXL)



G6286
BLK/CRM CHUNKY GUIN WORD KNIT HAT
(ONE SIZE)



G5241
 BLK/CRM CHUNKY LETTERS KNIT JUMPER
 (XS,S,M,L,XL,XXL)



G5241



G5245
 CRM & BLK GUIN 1/4 ZIP FLEECE
 (XS,S,M,L,XL,XXL,XXXL)



G5245



G3081

G3081
CRM/BLK GUIN 1759 AMERICAN FOOTBALL TOP
(XS,S,M,L,XL,XXL)



G9396



G9396
BLK GUINNESS WORD BAMBOO SOCK
(ONE SIZE)



G9397
BLK SMILING PINT BAMBOO SOCK
(ONE SIZE)



G9407
BLK SMILING PINT CROSS BODY BAG
(ONE SIZE)



G5245, G9407

GUINNESS LOVELY DAY COLLECTION



SUSTAINABLE FABRICS



PREMIUM KNITWEAR



UNISEX STYLES





G1366

G1366
 CRM LOVELY DAY GUIN POCKET RELAXED TS
 (XS,S,M,L,XL,XXL)



G1348

G1348
 SPRING GREEN TOUCAN T-SHIRT
 (XS,S,M,L,XL,XXL)





G5243, G5242

Lovely
 day
 for
 a
 GUINNESS



100% BCI COTTON KNITS



G5242



G5243
 CRM/SPRING GRN RIB KNIT JUMPER
 (XS,S,M,L,XL,XXL)

G5242
 CRM/SPRING GRN GUIN IRL KNIT CARDIGAN
 (XS,S,M,L,XL,XXL)



G5229



G5229
 CREAM GUINNESS EMB 1/4 ZIP SWEAT
 (XS,S,M,L,XL,XXL)



G5236
 SPRING GRN TOUCAN SWEATSHIRT
 (XS,S,M,L,XL,XXL,XXXL)



G5236



G5236



G5236

GUINNESS LOVELY DAY ACCESSORIES



G6275

REVERSIBLE HAT



G9398
CRM LOVELY DAY SPORTS SOCK
(4/7, 6/11)



G6275
ALL OVER TOUCAN REVERSIBLE BUCKET HAT
(ONE SIZE)



G9399
SPRING GREEN LOVELY DAY SPORTS SOCK
(4/7, 6/11)



G6276
SPRING GREEN HARP KNITTED HAT
(ONE SIZE)

G9389
WHT ALL OVER TOUCAN BELT BAG
(ONE SIZE)



G6274
SPRING GREEN HARP GUIN BASEBALL CAP
(ONE SIZE)



G6273
CRM HARP GUIN BASEBALL CAP
(ONE SIZE)



G6273

HAWAIIAN TOUCAN



G8010
CRM TOUCAN HAWAIIAN PRINT MENS S/S SHIRT
(XS,S,M,L,XL,XXL)

G8009
BLK TOUCAN HAWAIIAN PRINT MENS S/S SHIRT
(XS,S,M,L,XL,XXL)



G9406
CRM TOUCAN HAWAIIAN PRINT SWIM SHORT
(S,M,L,XL,XXL)



G9405
BLK TOUCAN HAWAIIAN PRINT SWIM SHORT
(S,M,L,XL,XXL)



G6288, G8009

REVERSIBLE HATS



G6290
BLK/CRM TOUCAN HAWAIIAN BUCKET HAT
(ONE SIZE)



G6288
BLK TOUCAN HAWAIIAN BUCKET HAT
(ONE SIZE)



G6290, G8010, G9406, G6288, G8009, G9405

SUMMER TOUCAN

SWIM SHORTS



G9364
MULTI GUINNESS AO TOUCAN SWIM SHORTS
(S,M,L,XL,XXL)



G9365
BLK GUINNESS AO TOUCAN SWIM SHORTS
(S,M,L,XL)



G9364



G9362

BACKPACKS

* WATERPROOF FABRIC
& ZIP POCKETS



G9362
RED GUINNESS TOUCAN DRAWSTRING BAG
(ONE SIZE)



G9363
MULTI GUINNESS AO TOUCAN DRAWSTRING
BAG
(ONE SIZE)





G1351
AIRFORCE BLUE VINTAGE LABEL T-SHIRT
(XS,S,M,L,XL,XXL,XXXL)



G1350
GOLDEN YW LOVELY DAY T-SHIRT
(XS,S,M,L,XL,XXL)



G5233
BURG LOVELY DAY SWEATSHIRT
(XS,S,M,L,XL,XXL)



G8008
WHT GUINNESS DOODLES SHORT SLV SHIRT
(XS,S,M,L,XL,XXL)



G8008



G6272
WHT GUINNESS DOODLES BUCKET HAT
(ONE SIZE)



G9388
WHT THERES NOTHING LIKE A GUINNESS SPORT SOCK
(ONE SIZE)





G9386
GREEN GUINNESS RECYCLED COTTON
BAG
(ONE SIZE)



G9387
BLACK GUINNESS RECYCLED
COTTON BAG
(ONE SIZE)



G9385
DENIM BLUE LOVELY DAY GUIN
RECYCLED COTTON BAG
(ONE SIZE)



G9384
RED LOVELY DAY GUIN RECYCLED
COTTON BAG
(ONE SIZE)



G6282
DENIM GUIN HARP WASHED BASEBALL CAP
(ONE SIZE)



G6281
BLK GUIN HARP WASHED BASEBALL CAP
(ONE SIZE)



G6283
BOT GUIN HARP WASHED BASEBALL CAP
(ONE SIZE)



G6284
RED GUIN HARP WASHED BASEBALL CAP
(ONE SIZE)



G6279
AIRFORCE BLUE TOUCAN KNITTED HAT
(ONE SIZE)





G1349
CHARCOAL VINTAGE LABEL T-SHIRT
(S,M,L,XL,XXL,XXXL)



G6277
CHARCOAL VINTAGE LABEL BASEBALL CAP
(ONE SIZE)



G1349



G5230
CHARCOAL VINTAGE LABEL SWEATSHIRT
(XS,S,M,L,XL,XXL,XXXL)



G5230



G6278
CHARCOAL VINTAGE LABEL KNITTED HAT
(ONE SIZE)



GH1259
BLK GUIN HARP R/N T
(XS,S,M,L,XL,XXL,XXXL)



HH1028
BLK ENG LABEL PRINT R/N T/S
(XS,S,M,L,XL,XXL,XXXL)



G1296
BLK LOVELY DAY FOR GUIN T
(XS,S,M,L,XL,XXL,XXXL)



GH1171
BOTT GUIN IRL HARP HANG T
(S,M,L,XL,XXL,XXXL)



G1352
BOTT GUIN IRISH LABEL T/S
(S,M,L,XL,XXL,XXXL)



G1354
CHOC GU VINTAGE LABEL T-SHIRT
(S,M,L,XL,XXL)



G1355
GRN MARL GUIN RECYCLED PET T-SHIRT
(XS,S,M,L,XL,XXL)



G1273
BLK/WHT GUIN DUB LABEL L/S
(S,M,L,XL,XXL,XXXL)



EMBROIDERY

G1330
PEWTER HARP EMB T/S
(S,M,L,XL,XXL)



H1075
BLK GUIN STAMP GRINDLE R/N T
(S,M,L,XL,XXL)



G1345
FOR GRINDLE LABEL RINGER T/S
(S,M,L,XL,XXL)



EMBROIDERY

G1339
PEW GUIN EMB HARP MENS T
(S,M,L,XL,XXL)



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



G1345



G1340
WHT ARTHUR GUIN SURGE T/S
(L,XL,XXL)



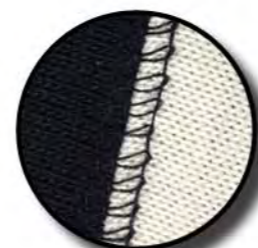
G3039



METAL HARP BADGE



STICHING DETAIL



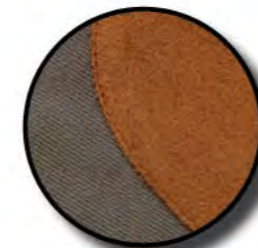
CUT & SEW PANELS



EMBOSSSED TAB



METAL HARP BADGE



SUEDE ELBOW PATCHES



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



G3073
PEW/CRM GUIN METAL HARP BG LS RUGBY
(S,M,L,XL,XXL)

RUGBY SHIRTS



G3079
BLK GUIN HARP TAPE L/S RUGBY
(S,M,L,XL,XXL)



G3079



G3080

PERFORMANCE WEAR



G3080

PREMIUM POLO SHIRT



G2066
 BLK GUIN 59 WHITE STR COLLAR S/S POLO
 (S,M,L,XL,XXL)



G3080
 BLK/BOT GUIN STRIPED PERF TOP
 (S,M,L,XL,XXL,XXXL)





G5231

PERFORMANCE WEAR

**G5231**

BOT GUIN HARP WAFFLE PERF 1/4 ZIP
TOP
(XS, S,M,L,XL,XXL)

**G2093**

GRY GUIN HARP PERF WAFFLE POLO
(S,M,L,XL,XXL)



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



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



G5153

G3067



H4059



FLOCK PRINT

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



GOLD FOIL

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



G4179



2 WAY SEQUINS

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



G4180



G4183



FOIL & STUDS

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



G4194
BLK GLASS OF FASHION LDS T-SHIRT
(XS,S,M,L)



GOLD SPARKLE

G4198
BLK GUIN LABEL SOFT SCOOP T-SHIRT
(XS,S,M,L,XL)



G4191



GOLD PRINT

G4191
BLK GUIN SHAM HARP DS SCOOP T
(S,L,XL)



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



G4161



GOLD FOIL

G4193
PEW GUIN FOIL HARP R/SLV LDS T
(XS,S,M,L,XL)



G4193



G5237
BLK GRINDLE GUIN LABEL HOODIE
(S,M,L,XL,XXL)



G5092
BOT GUIN IRL HARP UNISEX HOODIE
(S,M,L,XL,XXL)



G5234
BLK GUIN IREL RECYCLED PET SWEATSHIRT
(XS,S,M,L,XL,XXL)



G5235
BOT GUIN LABEL RECYCLED PET SWEATSHIRT
(XS,S,M,L,XL,XXL,XXXL)



G5238
ASH GRY GUIN LABEL HOODIE
(S,M,L,XL,XXL)



G5161
BLK GUIN LABEL ST. JAMES GATE HOODIE
(S,M,L,XL,XXL)

PREMIUM 1/4 ZIP



G5232
BLK GUIN EMB 1/4 ZIP SWEATSHIRT
(XS,S,M,L,XL,XXL,XXXL)



G5232



G5157



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



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



G5138, G6035



G5223



G5223
 CREAM GUINNESS CABLE KNIT JUMPER
 (XS,S,M,L,XL,XXL,XXXL)



G5224
 BLK GUINNESS CABLE KNIT JUMPER
 (XS,S,M,L,XL,XXL,XXXL)



G5227



G5227
 BOTTLE GUINNESS CABLE KNIT JUMPER
 (XS,S,M,L,XL,XXL,XXXL)



G6289
NVY TOUCAN GUIN BBALL CAP
(ONE SIZE)



G6287
BLK/CRM GUIN WOVEN BADGE BBALL CAP
(ONE SIZE)



G6203
BLK GUIN EMBOSSED TWEED BB CAP
(ONE SIZE)

G6212
BOT GUIN DISTRESSED
PATCH BB CAP (ONE SIZE)

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



G6262
CHAR GUIN EMB HARP BB CAP
(ONE SIZE)

G6259
BLK/WHT GUIN LOVELY TOUCAN BB
CAP (ONE SIZE)

G6253
BLK SML PINT BASEBALL CAP
(ONE SIZE)



G6133
BLK GUIN SHAM BOTTLE CAP
(ONE SIZE)

G6146
BOT GUIN IRL BOT CAP
(ONE SIZE)



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

G6225
BLK GUIN LABEL BBALL CAP
(ONE SIZE)

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



G6153
BLK GUIN ENG LAB BOT CAP
(ONE SIZE)

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



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



G6255
BLK SML PINT RECYCLED KNIT HAT
(ONE SIZE)



G6286
BLK/CRM CHUNKY GUIN WORD
KNIT HAT (ONE SIZE)



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



G6261
BLK GUIN HARP WOVEN LABEL HAT
(ONE SIZE)



G6264
BLK/GRN GUIN PINT KNIT HAT
(ONE SIZE)



G6279
AIRFORCE BLUE TOUCAN
KNITTED HAT
(ONE SIZE)



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



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



G6263
BLK/CHAR GUIN JACQ BOBBLE HAT
(ONE SIZE)

CABLE BOBBLE HATS



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



FRONT



BACK

G6195
BLK GUIN RIB SIG KNIT HAT
(ONE SIZE)



G6270
BLK GUINNESS CABLE BOBBLE HAT
(ONE SIZE)



G6271
CREAM GUINNESS CABLE BOBBLE HAT
(ONE SIZE)



G6280
BOT GUINNESS CABLE BOBBLE HAT
(ONE SIZE)



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)



G6035, G5138

PINT FUN HAT



G6008
BLK SIG EMB PINT FUN HAT
(ONE SIZE)



* REVERSIBLE
HAT

G6290
BLK/CRM TOUCAN HAWAIIAN BUCKET HAT
(ONE SIZE)



* REVERSIBLE
HAT

G6288
BLK TOUCAN HAWAIIAN BUCKET HAT
(ONE SIZE)



G6272
WHT GUINNESS DOODLES BUCKET HAT
(ONE SIZE)



* REVERSIBLE
HAT

G6275
ALL OVER TOUCAN REVERSIBLE BUCKET HAT
(ONE SIZE)

KNIT HAT WITH TORCH



G6251
BLK GUINNESS LED LIGHT KNITTED HAT
(ONE SIZE)





G9041
BLK GUIN SIG PINT SOCKS
(ONE SIZE)



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



H9009
BLK GUIN BY NIGHT SOCKS
(ONE SIZE)



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



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



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



G9287
BLK GUIN STRIPE FLYING
TOUC SOCK (ONE SIZE)



H9012
BLK FLYING TOUCAN SOCK
(ONE SIZE)



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



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



G9368
BLK/GRN GUIN HARP
SOCK (ONE SIZE)



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



G9248
BLK GUIN POLKA DOT LDS
SOCK (ONE SIZE)



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



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



G9403
BLK MULTI TOUCAN SOCK
(ONE SIZE)



G9404
MULTI TOUCAN GEOMETRIC SOCK
(ONE SIZE)

SIDE BY SIDE SOCKS



G9340
BLK/YEL GIFT OF GUIN MAKE MINE A
SOCK (ONE SIZE)



G9341
ORG/NVY GIFT OF GUIN ONLY A GUIN
SOCK (ONE SIZE)



G9342
NVY/TUR GIFT OF GUIN MAKE
MINE A SOCK (ONE SIZE)

BAMBOO SOCKS



G9307
BLK GUIN BRING ME PINT SOCKS
(ONE SIZE)



G9396
BLK GUINNESS WORD BAMBOO
SOCK (ONE SIZE)



G9397
BLK SMILING PINT BAMBOO SOCK
(ONE SIZE)

SPORTS SOCKS



G9400
WHT/EM GUIN SHAM HARP SPORTS SOCK
(4-7, 6-11)



G9401
WHT TOUCAN SPORTS SOCK
(4-7, 6-11)



G9402
BLK TOUCAN SPORTS SOCK
(4-7, 6-11)



G9388
WHT THERES NOTHING LIKE A GUINNESS SPORT SOCK
(ONE SIZE)



G9393
WHT/BLK BREW IN IRL
SPORTS SOCK
(4-7, 6-11)



G9394
BLK/WHT BREW IN IRL
SPORTS SOCK
(4-7, 6-11)



G9395
BOT/WHT BREW IN IRL
SPORTS SOCK
(4-7, 6-11)

NOVELTY CAN



NOVELTY CAN MONEY BOX
2
PAIR SOCKS

G9345
BLK GIFT OF GUIN HARP 2PACK SOCK CAN SET
(ONE SIZE)

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

SLIPPERS



G9004
BLK SIG EMB PINT SLIPPERS
(ONE SIZE)



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)

SWIM SHORTS



G9364
MULTI GUINNESS AO TOUCAN
SWIM SHORTS
(S,M,L,XL,XXL)



G9365
BLK GUINNESS AO TOUCAN
SWIM SHORTS
(S,M,L,XL,XXL)



G9406
CRM TOUCAN HAWAIIAN
PRINT SWIM SHORT
(S,M,L,XL,XXL)



G9405
BLK TOUCAN HAWAIIAN
PRINT SWIM SHORT
(S,M,L,XL,XXL)

BACKPACKS



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



G9362
RED GUINNESS TOUCAN
DRAWSTRING BAG
(ONE SIZE)



G9363
MULTI GUINNESS AO TOUCAN
DRAWSTRING BAG
(ONE SIZE)



CROSS BODY BAGS



G5245, G9407



G9407
BLK SMILING PINT CROSS BODY BAG
(ONE SIZE)



G9389
WHT ALL OVER TOUCAN BELT BAG
(ONE SIZE)

COUNTER TOP CONDENSED PRODUCT



G9219
BLK GUIN COMPRESSED SOCK
(ONE SIZE) 36 UNITS PER BOX



H9109
BLK GUIN TOUC COMPRESSED SOCK
(ONE SIZE) 16 UNITS PER BOX



* Example of Counter Top product Display Box.



GUINNESS

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

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