
greatfool
streetwear

hello.

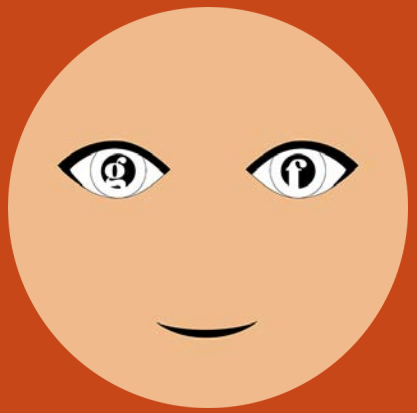
We are Greatfool - bringing you inspired homewares and premium streetwear created with love and purpose.

We're celebrating spirituality, music, empowerment, and contemporary culture by offering you beautifully made, ready-to-wear pieces and lifestyle products inspired by culture, nostalgia and ideology.

Our team hasn't spared any of the details you expect from beautifully curated luxe products. We've hand-selected fabrics and componentry to ensure your threads serve you well over time and turn the heads that matter most. We've considered the environment at every turn and are proud to be plastic-free.

As part of our sustainability efforts, we offer a seasonless approach to our premium streetwear range - by focusing on all the details and supreme longevity so you can keep our pieces in your wardrobe longer.

Welcome to this Family of Fools.



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look one

Judy G Tee

Let our detailed graphic of the late Judy Garland help us shine a spotlight on a beautiful, talented woman, and not for the usual reasons. An ever so slightly twisted seam will make this tee your new fave, making you feel amazeballs as you head out with flair.





look two

The 24/7 Short

Conceptually created from your fave 90's styled army shorts but super jazzed up, the 24/7 Long Short is tailored to flatter. Our specially designed twill weave fabric and considered elastic waistband will give you that little bit of stretch to climb fences after festivals. Made for cas life and more glam moments, leave your mark and go to wherever's calling you.

Available in our signature colour palette selected just for you, our Greatfool girl.



look three

Game of Life Sweater

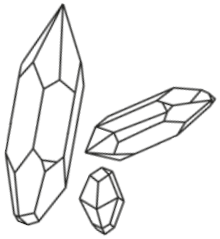
Life is a game, so make up the rules and win your way.

With a side vent, signature detailing and cut to flatter, this killer OTT print brings new life to the classic crew neck sweatshirt.









look four

The Bodysuit

Go from a Motley Crue gig on Sunset in the ’80s, fast-tracking to 2021 in this rock of ages metallic bodysuit.

We’ve considered all the details with contrasting trim to add some shimmer as the cherry on the top. Big hair, don’t care, big or small bust; this bodysuit is a must, as we‘ve designed it for the girl who wants to stand out and feel extra fierce.









look five

Snake Metal Tee



Snakes symbolise transformation and spirituality, and you'll harness this in your Greatfool Snake Metal Tee. Offering a classic boxy silhouette cut and easy wearing, this hand-illustrated tee will bring a breath of spring air into a nostalgic and adventurous wardrobe. Delicious with a mini or your fave jeans but best of all with the Greatfool 24/7 Pant.









look six

The Glow Sweater

A bat-winged babe, we've brought this nostalgic design forward a few decades, adorning you in colour, and individuality.

look seven

The GF Face Sweater

We love a fashion icon (hello, Drew), and here, we're giving you your own to covet.

This crew neck sweatshirt, adorned with a Greatfool face, is cut to flatter, and has that perfectly worn-in vintage look.











look eight

The 24/7 Jacket

The hero of the Greatfool line, our 24/7 Jacket is perfectly quilted, evocatively silhouetted, and unlike any other. Inspired by wanderlust, it's shaped in a kimono cross-over style, cut to NYC length and blanket stitched in gold thread for your prosperity.

It will blow your mind and last for the ages. Available in our signature colour palette selected just for you, our Greatfool girl.







look nine

The 24/7 Vest

Sometimes, you want something fancy and cosy to throw over your cute sweater or tee, but without sleeves. We create the inbetweener of your dreams with detail to make you weak at the knees (ahem, GLOW lining!).

Available in our signature colour palette selected just for you, our Greatfool girl.





look ten

Army Thrash Tee

The Army Thrash Tee is our nod to that time when the cross over of punk and thrash metal began back in the eighties. Emblazoned with our mantra for all Greatfool girls to live by, this is our spin for 2021.

Slide into your favourite leather jacket and head out with style. This tee is cut only to show the best bits and hide the rest.



look eleven

Lipstick Smear Tee

Our Lipstick Smear Tee is the ultimate addition to your DIY wardrobe- part vintage glamour and 100% punk, thanks to its classic round neckline and striking applique lips design over your heart. Use it as your base for everything- an extension of you and your on-the-town persona.

look twelve

The 24/7 Pant

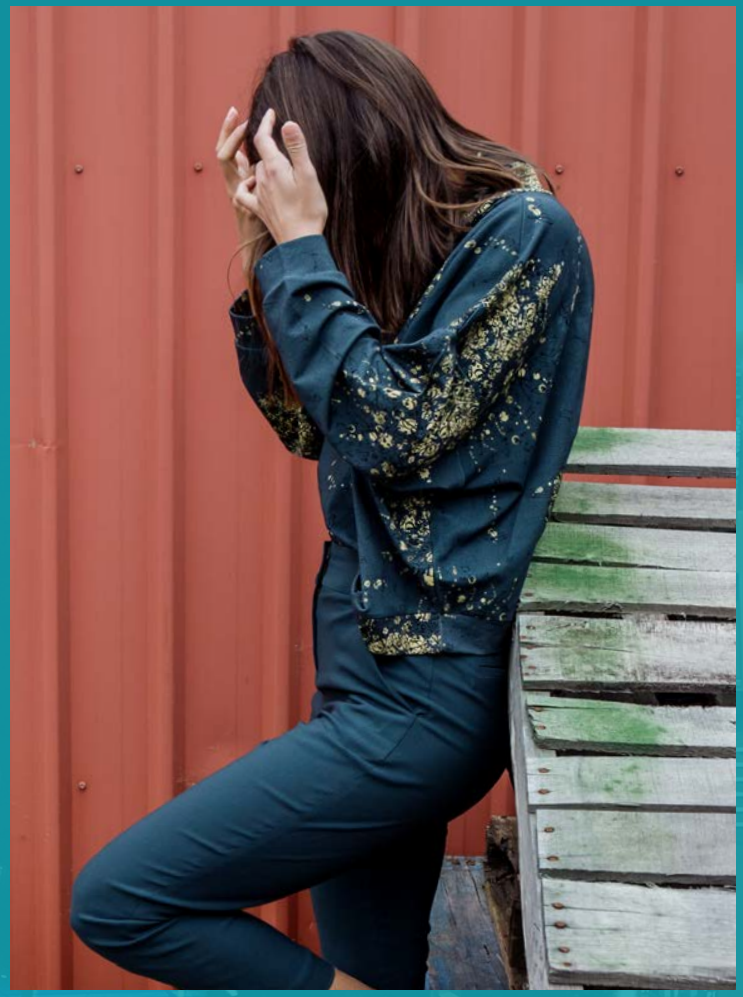
A high power cigarette-style cut pant made from stretch twill weave fabric to provide supreme longevity, lovingly hug you in all the right places and flatten in others. These babies will take you from office to evening and then on to Copenhagen and back to Brooklyn for some jerk chicken and an underground show.

You'll still look amaze when you turn up days later. Available in our signature colour palette selected just for you, our Greatfool girl.











look thirteen

Music In My Head

Meet your new favourite batwing sweater. Cut with a high cowl-neck and batwing silhouette, this boxy sweatshirt is modelled on our mums' favourite sweaters from the eighties. The design features a printed graphic of a woman's head with music riffs flowing freely.


“The world is shaped
by greater fools.”