

**Clark Howe (MD)**

A Love Letter to Farming, Clarkson's Farm, and Durable Style for the Fields

There's no denying the impact Clarkson's Farm has had on the public's perception of agriculture. With around five million viewers tuning in, the show doesn't just entertain—it throws a spotlight on the grit, determination, and daily battles faced by British farmers. Whether you love him or loathe him, Jeremy Clarkson has managed to do something remarkable: make farming compelling telly while reminding the rest of the country just how tough this way of life really is.

As a lifelong car enthusiast (blame my parents—they named me after Jim Clark, the legendary racer who tragically died the year I was born), I've followed Clarkson's career for decades, from Top Gear to The Grand Tour. But Clarkson's Farm hooked me in a different way. It wasn't just the humour or the chaos—it was the people. Kaleb's no-nonsense wisdom, Gerald's... well, Gerald's Gerald-ness, Lisa's steady hand, and Charlie's endless patience—they all paint a picture of a community that works harder than most will ever realise.

And that's the thing—this show doesn't just make you laugh. It makes you think. It strips back the supermarket shelves and neatly packaged meat to show the blood, sweat, and sheer unpredictability that goes into putting food on our tables. If there's one takeaway, it's this: we should all be making more of an effort to support homegrown produce. Because behind every steak, every loaf, every pint of milk, there's a farmer who's fought weather, regulations, and the occasional rogue sheep to get it there.

Of course, farming isn't just about the work—it's about the lifestyle. And part of that lifestyle is having gear that's tough, practical, and, let's be honest, looks the part. That's where Premier Clothing comes in. We've seen the styles that dominate the fields—the jackets, the gilets, the workwear that stands up to the job—and we've taken inspiration from the high-end brands without the eye-watering price tags.

Our new range includes a full-sleeve jacket and a gilet, available in both men's and women's fits, because farming isn't a one-size-fits-all kind of job.



CLARK'S FARM

they come in five hard-wearing colourways— Black/Black, Black/Brown, Burgundy/Brown, Moss Green/Brown, and Navy/Brown—so whether you're mucking out, fixing fences, or just need an extra layer against that biting morning wind, you can do it in something that holds up as well as you do.

Best of all, this isn't fashion for fashion's sake. It's built for the realities of farm life—durable, functional, and priced so you can kit out your whole team without taking a hit to the wallet.

Keep an eye on our website—these will be available to order soon. In the meantime, here's to the farmers, the grafters, and the characters that make British agriculture what it is. Whether you're a Clarkson fan or not, one thing's for certain: we're all rooting for you.

Search for codes to check out the offering: PR803, PR804, PR823 & PR824



Snickers 2590 Logo T-shirt

Soft and comfortable logo t-shirt with a clean design made for everyday use. Raglan sleeves. Ribbed neck. Snickers Workwear high-build print logo on chest.

Beautiful soft yet hard wearing finish ensure this T-shirt outlasts most others. Eye catching colours in stock: Dark Navy Melange, Lime & Khaki.

Code: OSN2590

Price: £17.25+VAT



Snickers 6141 AllroundWork, Stretch Shorts with Holster Pockets

Slim fit work shorts in stretch with holster pockets. Strategically placed 4-way stretch at the back and gusset in crotch for extra flexibility and comfort.

Combination of 2-way stretch and 4-way stretch for extra flexibility and comfort. Cordura® reinforced pockets. Velcro tool holder, classic holster pockets, leg pocket featuring knife fastener, front loops with key holder possibility and classic cargo pocket with attachment for ID badge. Colours in stock: Black and Khaki Green.

Code: SPI7390

Price: £75.50+VAT

