# Pizza Express launches Icons Collection to celebrate 60 years



Pizza Express is marking its 60th anniversary with the launch of an innovative fashion collection called the Icons Collection, designed in collaboration with AGRO Studio. The collection, which pays homage to the brand’s rich culinary history, includes a variety of apparel and accessories inspired by its iconic dough balls. The new merchandise is set to be available starting from 27 March 2023.

Key items in the collection include the dough ball-clutch Icon Bag, which is creatively designed to mimic the texture of Pizza Express' well-loved dough balls, complete with an embossed finish, a delicate golden clasp, and a detachable chain strap, priced at £280. Additionally, for those wishing to accessorise their new bag, a garlic butter dip charm will be offered for £8.

George Oxby and Angus Cockram, co-directors at AGRO Studio, noted, "At AGRO, we thrive on creating bold, conversation-starting pieces that not only look good but also tell a story. It’s an honour to have been invited by PizzaExpress to re-imagine the brand’s rich history through a modern, fashion-forward lens – taking inspiration from streetwear, luxury streetwear, and contemporary design." They expressed that the collection not only looks stylish but is also undeniably linked to the Pizza Express brand.

Apart from the Icon Bag, the collection features an array of clothing items. These include:

* The Icon Tee: A reimagined pizzaiolo-style T-shirt, inspired by gondoliers from Venice, featuring a deconstructed design and available in children’s sizes, priced from £18.
* The Icon Polo: A boxy-fit rugby polo that integrates the brand's classic black-and-white stripes, retailing at £70.
* The Icon Scarf: A midnight blue silk scarf adorned with motifs referencing some of the restaurant's most-loved ingredients, priced at £24.
* The Icon Jacket: A limited-edition handcrafted varsity jacket made in London, showcasing faux-leather sleeves and intricate detailing, with a price tag of £495.
* The Icon Socks: Calf-length socks that celebrate the brand's heritage in its midnight blue colours for £12.
* The Icon Boxers: Unisex boxers designed in the trending boxer-as-shorts style, retailing at £46.

To commemorate the launch of the Icons Collection, Pizza Express will offer a unique opportunity for its customers. For one hour on 27 March, classic pizzas will be available at their original prices; for instance, customers can relish an American pizza for just 45p.

CEO Paula MacKenzie commented on the celebration, stating, “PizzaExpress is proud to be one of the nation’s most loved high street brands, famous for black and white stripes, an iconic menu, and timeless style. The Icons Collection brings our most-loved ingredients and signature style to life in a whole new way – because who wouldn’t want to wear their love for Dough Balls?”

Items from the Icons Collection will be available for purchase through the PizzaExpress TikTok Shop and in selected restaurants. Furthermore, select items will feature a QR code that elevates customers to Gold status in the company’s loyalty programme, promising an enhanced experience for their dedicated patrons. In addition to the merchandise launch, a new celebratory menu featuring creative twists on classic dishes will also be introduced, including a spicy version of dough balls and an enhanced Queen Margherita pizza with creamy burrata.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://qsrmedia.co.uk/marketing/news/pizzaexpress-marks-60-years-new-fashion-collection> - Corroborates PizzaExpress's 60th anniversary celebration with the launch of the Icons Collection, a new fashion line co-created with AGRO Studio, highlighting the brand’s rich culinary history.
* <https://www.pizzaexpress.com/60th-birthday> - Supports the collaboration with AGRO Studio for the Icons Collection and details the celebration of PizzaExpress's 60th birthday.
* <https://worldbranddesign.com/pizzaexpress-packaging-refinement/> - While not directly about the fashion collection, it discusses PizzaExpress's efforts to enhance brand recognition and retail presence, aligning with their broader celebratory activities.
* <https://www.noahwire.com> - Although specific content about PizzaExpress is not publicly available, this might refer to the original source of the article, providing coverage of events related to PizzaExpress.
* <https://www.pizzaexpress.com/> - Provides general information about PizzaExpress and potentially lists recent promotions or events, including the Icons Collection.
* <https://www.agrostudio.co.uk/> - Details about AGRO Studio, the partner in creating the Icons Collection for PizzaExpress, highlighting their involvement in fashion design collaborations.
* <https://www.bristolpost.co.uk/whats-on/food-drink/pizza-express-fashion-range-tendendo-10057202> - Please view link - unable to able to access data