# Barbour: the timeless British brand enjoying the 'Jilly Cooper effect'



Barbour, the iconic British outerwear brand, has long found a home in the wardrobes of celebrities and the British Royal Family. Since its birth in 1894 in the Market Place of South Shields, Barbour has become synonymous with its trademark waxed jackets. This fifth-generation family firm, led by the esteemed Dame Margaret Barbour as Chairman, with her daughter, Helen, as Vice Chairman, continues to captivate. At 84, Dame Margaret’s indelible mark on fashion will be celebrated with a special honour at the Fashion Awards in December.

The brand’s allure has taken a recent upturn, inspired by what Vogue has dubbed the ‘Jilly Cooper effect,’ merging admiration for the author’s legacy with the buzz from a certain Disney show, with its gay characters and full-frontal male nudity. Yet, Barbour’s charisma stretches deep into history, endorsed royally by the late Queen herself. She cherished a Beaufort coat for a robust quarter-century, choosing the brand’s famed 're-waxing service' over a new coat during her Diamond Jubilee in 2012.

Royal endorsements don't end there; Sophie, Duchess of Edinburgh, Princess Anne, Meghan, Duchess of Sussex, Queen Camilla, and Catherine, Princess of Wales have all sported Barbour’s classic designs. Princes William and Harry, too, were often spotted in Barbour jackets as young royals.

It's not just the royal wardrobe that basks in Barbour's finesse—the brand's prestige was cemented with a Royal Warrant from Prince Philip in 1974 and further crowned by Queen Elizabeth in 1982 and Prince Charles, now King Charles III, in 1987. Following the Queen's passing in 2022, King Charles restored the warrant in May, reinforcing Barbour’s esteemed tie to the Royal Family.

Dame Margaret Barbour’s adventure with the company began in the 1960s, post her 1964 marriage to John Barbour, the founder’s great-grandson. After John’s sudden passing at just 29, Dame Margaret stepped up, alongside her mother-in-law Nancy, fondly known as 'Granny' Barbour, to preserve the brand’s prestige.

Barbour's style radiates practical elegance—a sentiment echoed by the late Queen. The Beaufort jacket from 1982 stands as a symbol of her wardrobe, crafted with waterproof waxed cotton and signature bellow pockets. These iconic staples are still proudly produced in the North East of England, a nod to Barbour’s commitment to quality and heritage.

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

## References

* <https://en.wikipedia.org/wiki/Barbour_(company)> - Corroborates the founding of Barbour in 1894 by John Barbour in South Shields, England, and its association with waxed cotton outerwear.
* <https://en.wikipedia.org/wiki/Barbour_(company)> - Confirms the leadership of the company by the Barbour family, including Dame Margaret Barbour and her daughter Helen Barbour.
* <https://en.wikipedia.org/wiki/Barbour_(company)> - Details the royal warrants held by Barbour, including those from Prince Philip, Queen Elizabeth II, and King Charles III.
* <https://www.bbc.com/culture/article/20230609-how-the-barbour-became-the-ultimate-british-symbol> - Discusses the royal endorsements and the long-lasting use of Barbour jackets by members of the Royal Family, including Queen Elizabeth II and King Charles III.
* <https://en.wikipedia.org/wiki/Barbour_(company)> - Provides information on Dame Margaret Barbour's role in the company after her husband's passing and her contributions to the brand.
* <https://www.bbc.com/culture/article/20230609-how-the-barbour-became-the-ultimate-british-symbol> - Explains the practical elegance and design features of Barbour jackets, such as the Beaufort jacket, and their continued production in the North East of England.
* <https://en.wikipedia.org/wiki/Barbour_(company)> - Mentions the various royal family members who have worn Barbour jackets, including Sophie, Duchess of Edinburgh, Princess Anne, and others.
* <https://www.bbc.com/culture/article/20230609-how-the-barbour-became-the-ultimate-british-symbol> - Describes the enduring popularity of Barbour jackets among different groups, including their use by Princess Diana and Kate, the Princess of Wales.
* <https://www.barbour.com/us/> - Highlights Barbour's commitment to quality and heritage, as well as the ongoing production of iconic jackets like the Beaufort and Bedale.