



Spring | Summer '27

RIDE THE RANCH

Driven by Dust.
Ready for Summer.

MEN LOOKBOOK

RIDE THE RANCH
COLLECTION STOPS



Stop 1
ALPINE

Where cool mornings and
dusty roads define the life.

Stop 2
MESQUITE

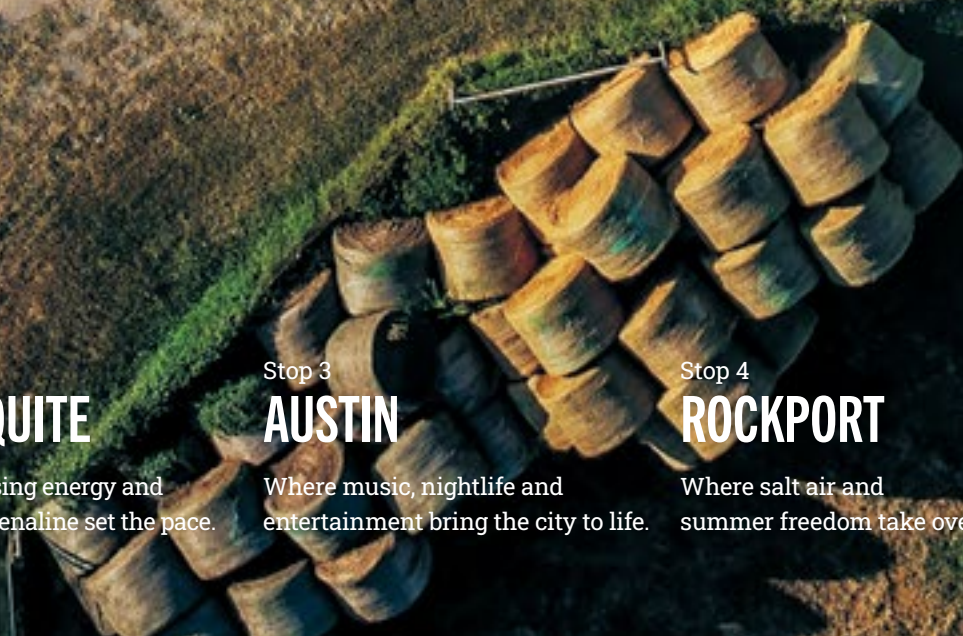
Where rising energy and
rodeo adrenaline set the pace.

Stop 3
AUSTIN

Where music, nightlife and
entertainment bring the city to life.

Stop 4
ROCKPORT

Where salt air and
summer freedom take over.



Spring | Summer '27

RIDE THE RANCH

Petrol Industries heads to Texas, where wide-open landscapes, ranch life and endless roads define the spirit of the season.

The Petrol Man turns the key of his trusted pick-up and drives into the heart of the Lone Star State, chasing freedom where the horizon never ends. Dust trails behind him as he moves through remote backroads, denim-driven and completely at home in this rugged world.

A quick stop at a weathered gas station, then it's back on the road. The journey begins.





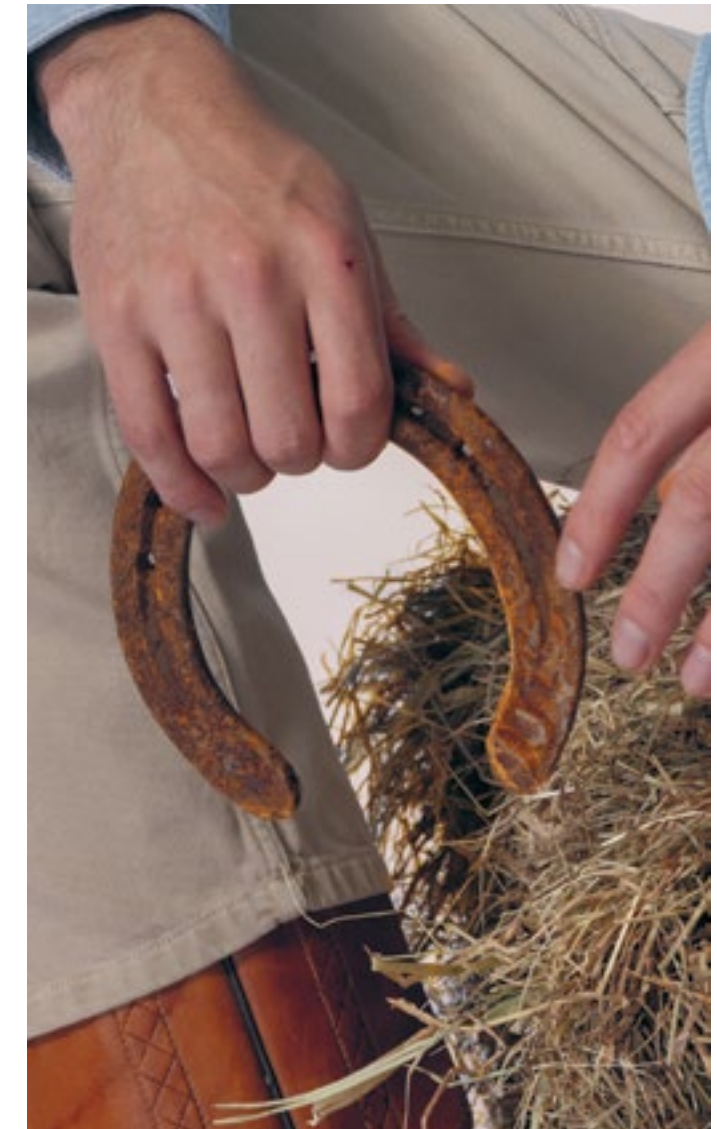
SPRING | SUMMER '27

DESIGNED FOR EVERY MAN

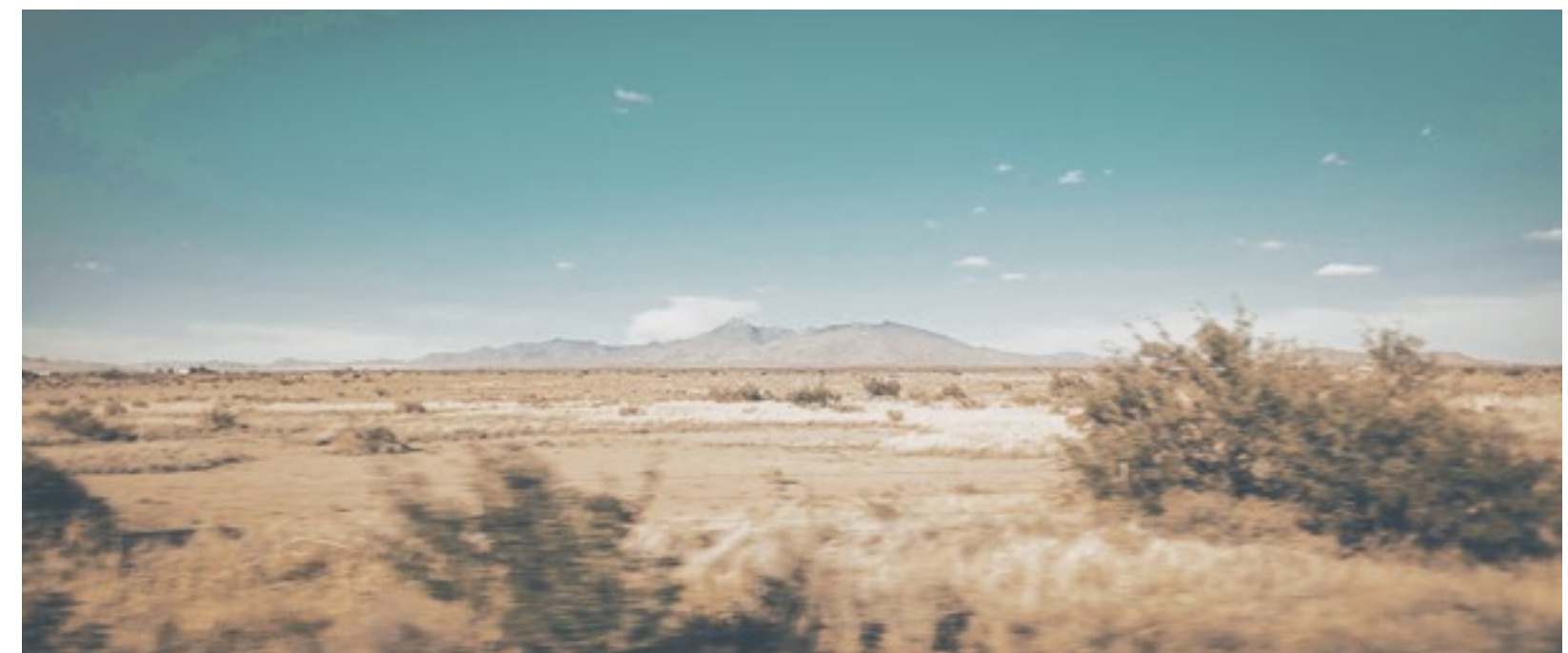
Drive your Style.
Live your Freedom.



THE PETROL MAN



At the heart of Petrol Industries is a dedication to creating denim-driven, masculine collections for every man. Whether working on the ranch, chasing the rodeo lights or heading toward the coast, the SS27 collection offers practical, rugged styles inspired by the open roads of Texas and built for the modern adventurer.



The Petrol man
M-1070-JAC103-6193
M-1070-SIL436-5001
M-1070-SWC394-7163
M-1070-DNM008-7163

STOP 1

ALPINE

Life & work at the ranch.



"The journey starts in Alpine, where cool mornings and dusty roads define life on the ranch."

The pick-up is parked by the gate as the day begins with work, movement and life outdoors. This is where layering matters, where protection, durability and function come first.

Outerwear is built for early starts, long days and life on the land. Practical, honest and made to move.



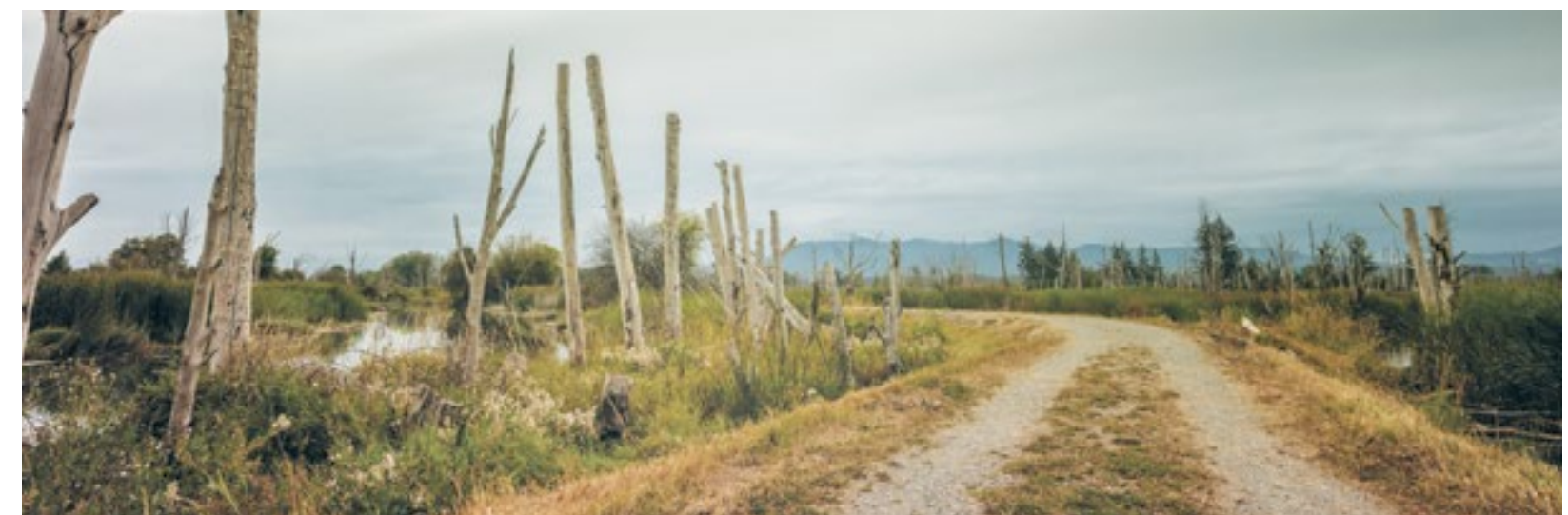
STOP 1 | ALPINE

THE RANCH

Where cool mornings and
dusty roads define the life.



STOP 1



Stop 1
M-1070-JAC103-6193
M-1070-SIL436-5001
M-1070-SWC394-7163
M-1070-DNM008-7163



Stop 1.1
M-1070-WST100-5178
M-1070-SIS411-6191
M-1070-SHO502-5178



STOP 1.1



Advertisement



STOP 1.2



Stop 1.2
M-1070-JAC101-6191
M-1070-KWC220-6191
M-1070-TRO582-7163



STOP 1.4



Stop 1.4
M-1070-CAP827-5178
M-1070-SWC313-6193
M-1070-TSR617-6193
M-1070-DNM011-5702



STOP 1.3



Stop 1.3
M-1070-SIL405-7163
M-1070-TSR743-7164
M-1070-TRO591-7163



STOP 1.5

Stop 1.5
M-1070-KWR212-7163
M-1070-SHO527-0112



STOP 2

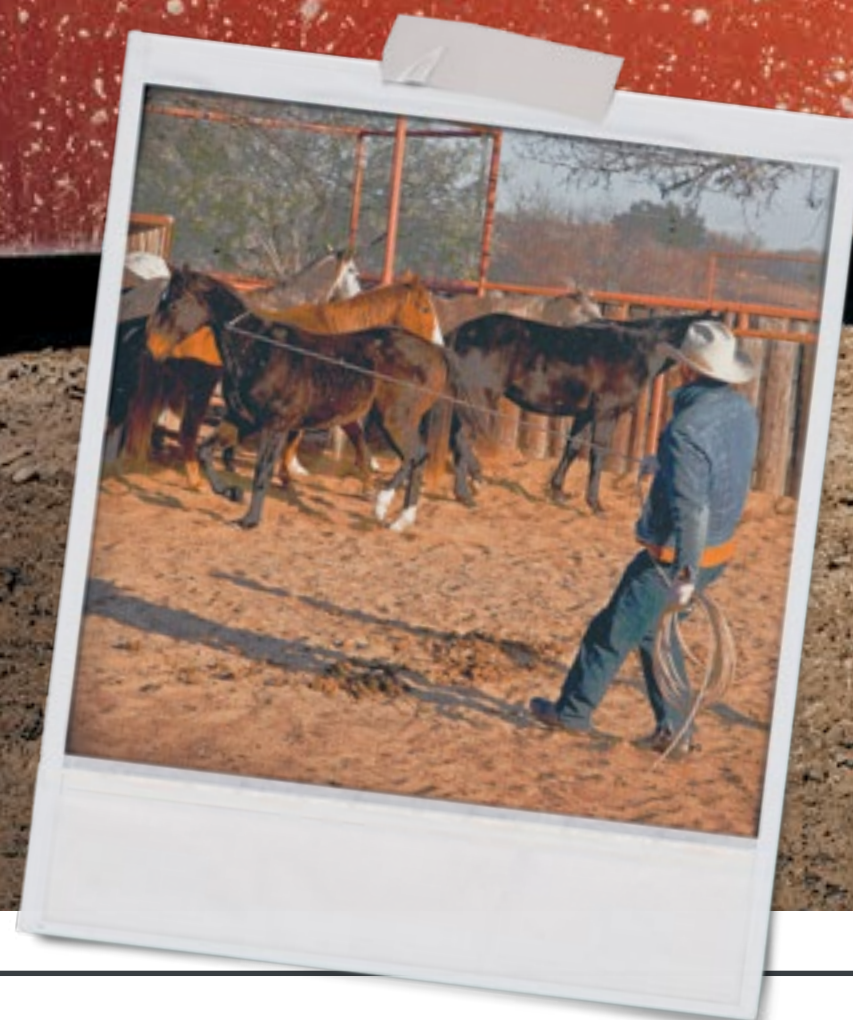
MESQUITE

The thrill of the rodeo.

"Next stop: Mesquite, where rising energy and rodeo adrenaline set the pace for the journey."

The rodeo brings speed, adrenaline and raw action. Dust rises, boots hit the ground and the crowd roars. This is where strength meets movement.

Denim and workwear are pushed to their limits, tough fabrics, strong construction and pieces designed to handle every moment of impact.



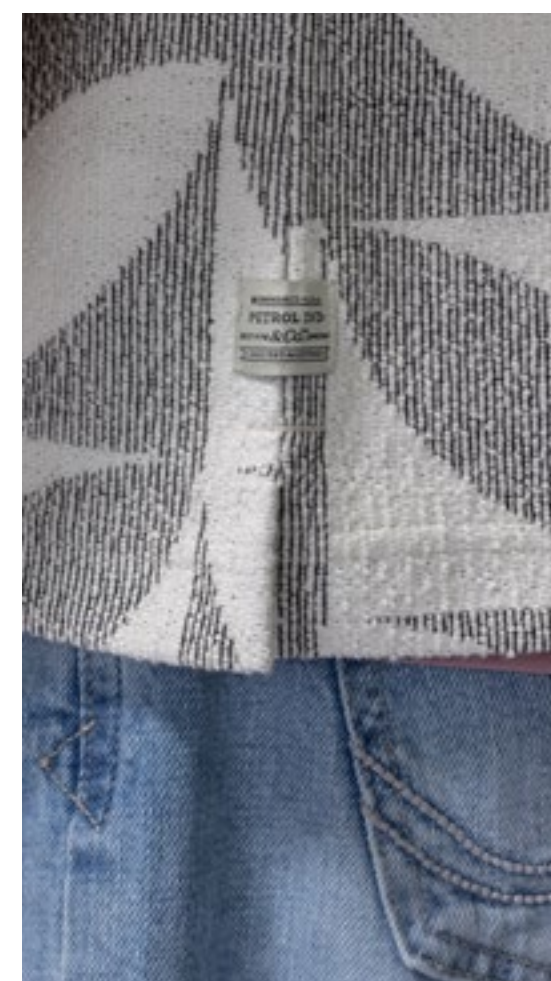
STOP 2 | MESQUITE

THE RODEO

Where rising energy
and rodeo adrenaline
set the pace.



STOP 2



Stop 2
M-1070-CAP824-5214
M-1070-SIS424-9121
M-1070-TSR607-3176
M-1070-SHO004-5700



Stop 2.1
 M-1070-CAP827-3176
 M-1070-POL920-9121
 M-1070-SHO546-9121



STOP 2.1



Stop 2.2
 M-1070-WST100-5178
 M-1070-SIS411-6191
 M-1070-TSR750-0112
 M-1070-SHO502-5178



STOP 2.2



Advertisement





STOP 2.3

Stop 2.3
M-1070-SIL443-5178
M-1070-TSR740-7165
M-1070-SHO022-5707



STOP 2.4

Stop 2.4
M-1070-SHO531-7164
M-1070-TSR740-0112
M-1070-SIL402-7164

Advertisement



“MOTOCENTRIC THINKING
DRIVES OUR DIRECTION.”



STOP 2.5



Stop 2.5
M-1070-CAP820-7163
M-1070-SIS439-0112
M-1070-TSR664-7165
M-1070-SHO510-7164

STOP 3

AUSTIN

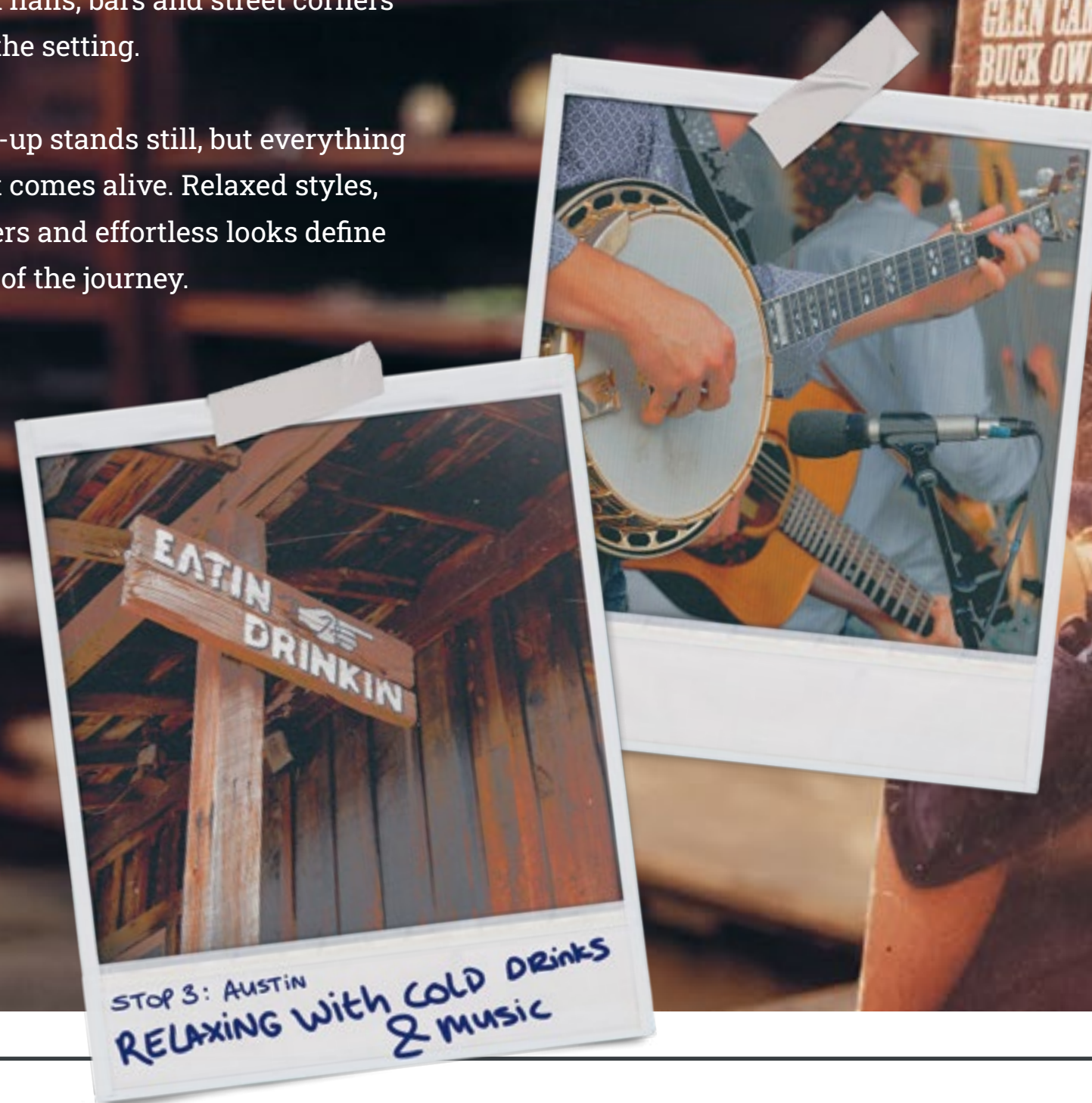
Relaxing with cold drinks & music.



"The atmosphere shifts in Austin, where music, nightlife and entertainment bring the city to life."

From daytime energy to nighttime intensity, this is where the road meets the city. Music fills the air, lights glow and life moves fast. Pool halls, bars and street corners become the setting.

The pick-up stands still, but everything around it comes alive. Relaxed styles, easy layers and effortless looks define this part of the journey.



STOP 3 | AUSTIN

THE CITY

Where music, nightlife and entertainment bring the city to life.



STOP 3



Stop 3
M-1070-SCR847-5178
M-1070-JAC004-5713
1070-TSR744-5213
M-1070-DNM007-5713



STOP 3.1



STOP 3.2



Stop 3.2
M-1070-SIS441-3176
M-1070-SHO513-9121

Stop 3.1
M-1070-SIS428-6193
M-1070-TSR672-6194
M-1070-SHO532-7163



Stop 3.3
M-1070-SWR399-0112
M-1070-TSR613-6194
M-1070-SHO537-0112



STOP 3.3



"Petrol is the call of the open road,
an adventure waiting to unfold.
Freedom is not just a destination;
it's the journey with Petrol."

STOP 4

ROCKPORT BEACH

The final ride to summer vibes.

"The final ride leads to Rockport, where salt air and summer freedom take over."

From dust to salt, from heat to a cooling breeze. The pick-up rolls all the way to the coast.

Feet in the sand, eyes on the horizon. Lighter fabrics, relaxed fits and summer essentials take over.

Here, the road doesn't end, it slows down. And summer truly begins.



STOP 4 | ROCKPORT

THE BEACH

Where salt air and summer freedom take over.

STOP 4

Stop 4

M-2070-TSR645-5218

M-1070-SHO512-6193

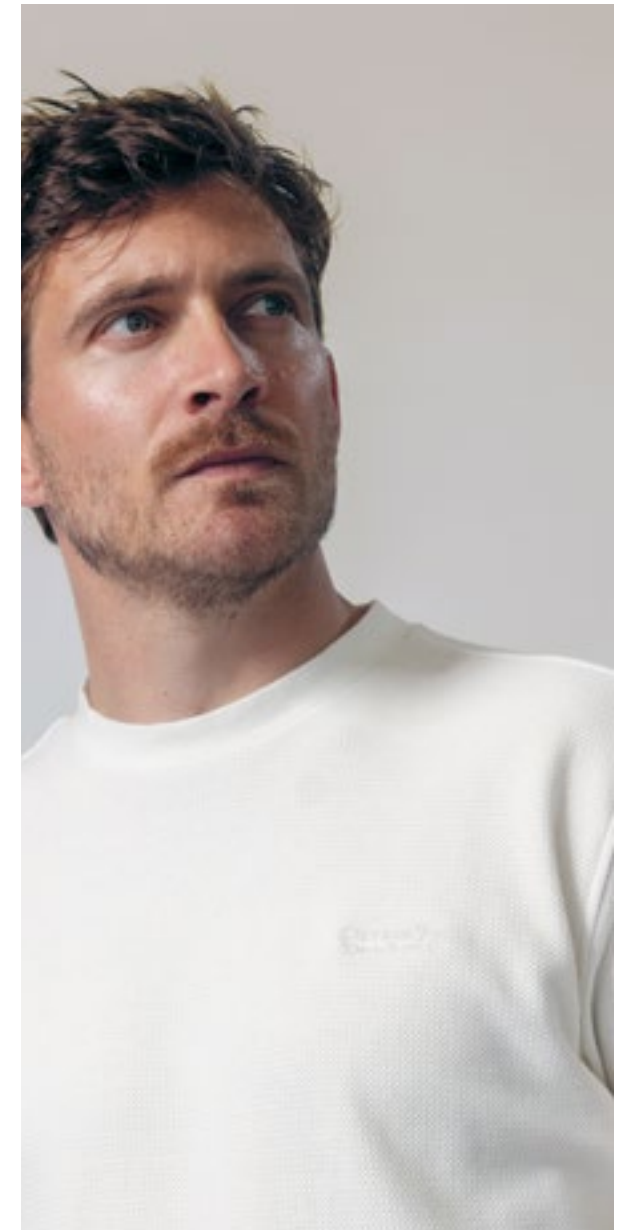


Stop 4.2
M-1070-CAP826-7164
M-2070-SIS434-0112
M-1070-SWS965-6191



Stop 4.1
M-1070-CAP826-5178
M-1070-TSR634-9121
M-1070-SIS438-5213
M-1070-SWS953-5213





Stop 4.3
M-1070-CAP820-9113
M-1070-SIS420-9121
M-2070-TSR646-3174
M-1070-SHO513-9113



Stop 4.4
M-1070-SIL401-6193
M-1070-TSR743-0112
M-1070-SHO512-6193

Stop 4.5
M-1070-SIL437-5218
M-1070-SHO514-7164



Stop 4.6
M-1070-TSR673-6193
M-1070-SHO524-6193



Spring | Summer '27

RIDE THE RANCH

Driven by Dust.
Ready for Summer.

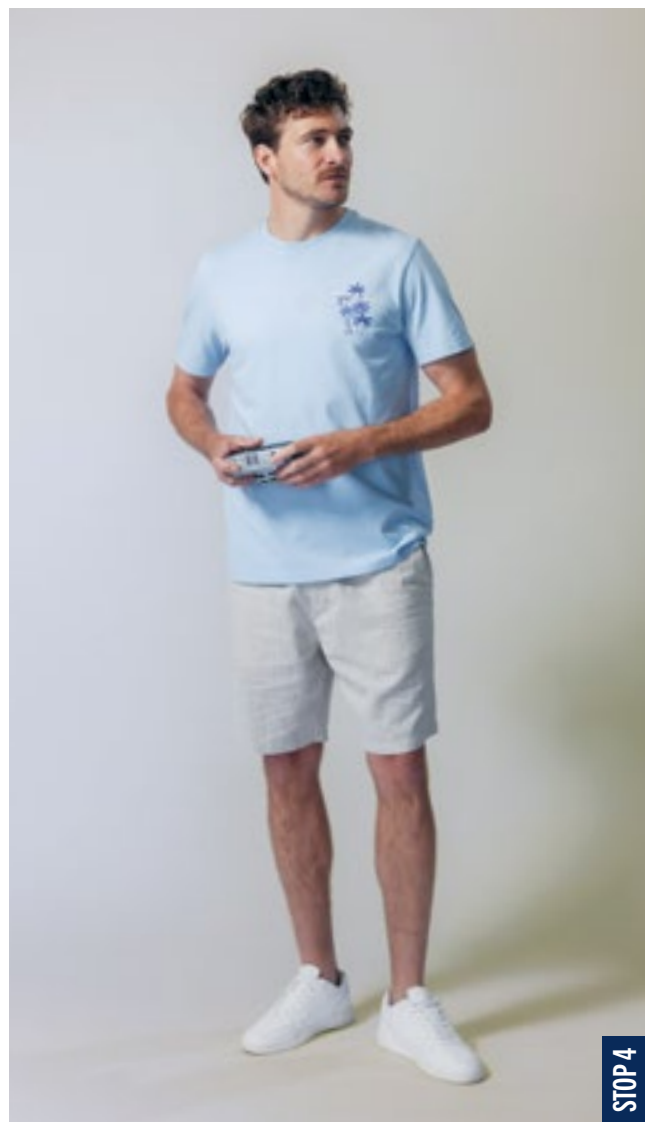
THE PETROL MAN | STOP 1



STOP 2



STOP 3



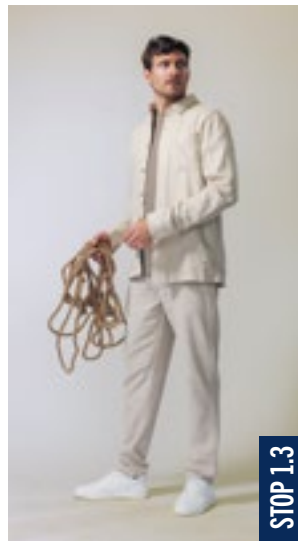
STOP 4



STOP 1.1



STOP 1.2



STOP 1.3



STOP 1.4



STOP 1.5



STOP 2.1



STOP 2.2



STOP 2.3



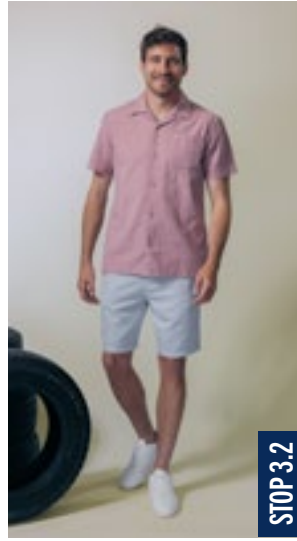
STOP 2.4



STOP 2.5



STOP 3.1



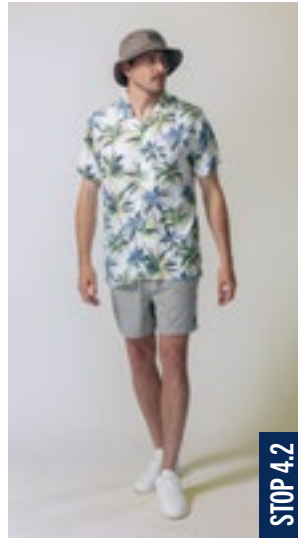
STOP 3.2



STOP 3.3



STOP 4.1



STOP 4.2



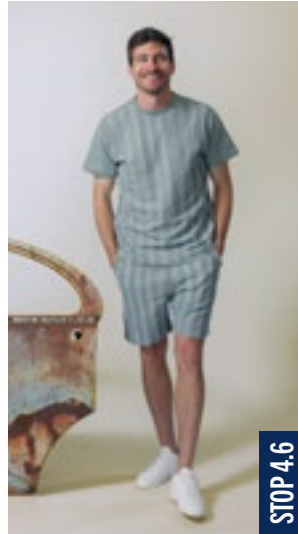
STOP 4.3



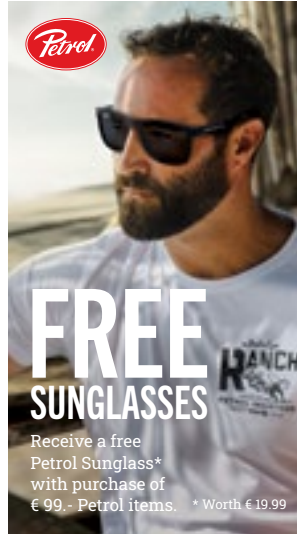
STOP 4.4



STOP 4.5



STOP 4.6



The Petrol man
M-1070-JAC103-6193
M-1070-SIL436-5001
M-1070-SWC394-7163
M-1070-DNM008-7163

Stop 1
M-1070-JAC103-6193
M-1070-SIL436-5001
M-1070-SWC394-7163
M-1070-DNM008-7163

Stop 1.1
M-1070-WST100-5178
M-1070-SIS411-6191
M-1070-SHO502-517

Stop 1.2
M-1070-JAC101-6191
M-1070-KWC220-6191
M-1070-TRO582-7163

Stop 1.3
M-1070-SIL405-7163
M-1070-TSR743-7164
M-1070-TRO591-7163

Stop 1.4
M-1070-CAP827-5178
M-1070-SWC313-6193
M-1070-TSR617-6193
M-1070-DNM011-5702

Stop 1.5
M-1070-KWR212-7163
M-1070-SHO527-0112

Stop 2
M-1070-CAP824-5214
M-1070-SIS424-9121
M-1070-TSR607-3176
M-1070-SHO004-5700

Stop 2.1
M-1070-CAP827-3176
M-1070-POL920-9121
M-1070-SHO546-9121

Stop 2.2
M-1070-WST100-5178
M-1070-SIS411-6191
M-1070-TSR750-0112
M-1070-SHO502-5178

Stop 2.3
M-1070-SIL443-5178
M-1070-TSR740-7165
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Stop 2.4
M-1070-SHO531-7164
M-1070-TSR740-0112
M-1070-SIL402-7164

Stop 2.5
M-1070-CAP820-7163
M-1070-SIS439-0112
M-1070-TSR664-7165
M-1070-SHO510-7164

Stop 3
M-1070-SCR847-5178
M-1070-JAC004-5713
M-1070-TSR672-6194
M-1070-DNM007-5713

Stop 3.1
M-1070-SIS428-6193
M-1070-TSR672-6194
M-1070-SHO532-7163

Stop 3.2
M-1070-SIS441-3176
M-1070-SHO513-9121

Stop 3.3
M-1070-SWR399-0112
M-1070-TSR613-6194
M-1070-SHO537-0112

Stop 4
M-2070-TSR645-5218
M-1070-SHO512-6193

Stop 4.1
M-1070-CAP826-5178
M-1070-TSR634-9121
M-1070-SIS438-5213
M-1070-SWS953-5213

Stop 4.2
M-1070-CAP826-7164
M-2070-SIS434-0112
M-1070-SWS965-6191

Stop 4.3
M-1070-CAP820-9113
M-1070-SIS420-9121
M-2070-TSR646-3174
M-1070-SHO513-9113

Stop 4.4
M-1070-SIL401-6193
M-1070-TSR743-0112
M-1070-SHO512-6193

Stop 4.5
M-1070-SIL437-5218
M-1070-SHO514-7164

Stop 4.6
M-1070-TSR673-6193
M-1070-SHO524-6193

Petrol[®] FIT GUIDE

Always in stock Denim.



Seaham SLIM FIT

Regular waist with a slim thigh, tapered down to a fashionable slim leg opening.

AVAILABLE IN 13 WASHES



Russel REGULAR TAPERED FIT

Regular waist and thigh, tapered leg from the knee down to a modern regular leg opening.

AVAILABLE IN 6 WASHES



Starling STRAIGHT FIT

Regular waist with a slim thigh, straight from the knee down to a straight leg opening.

AVAILABLE IN 10 WASHES



Lewis LOOSE FIT

Regular waist with a loose thigh, straight from the knee down to a regular leg opening.

AVAILABLE IN 3 WASHES



Timber LOOSE TAPERED FIT

Regular waist with a loose thigh, tapered from the knee down to a modern leg opening.

AVAILABLE IN 3 WASHES



Advertisement



**THE
TIMBER
MINE
TEST**

SCAN
THE
CODE



Seaham SLIM FIT

Regular waist with a slim thigh, straight from the knee down to a straight leg opening.

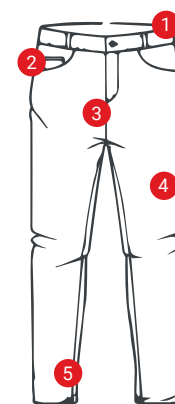


AVAILABLE IN 13 WASHES



SPECIFICATIONS

1. Regular waist, slim block
2. Classic 6th pocket
3. Regular rise zip fly
4. Slim thigh
5. Tapered down to fashionable slim leg opening of 16,5cm



AVAILABLE SIZE COMBINATIONS

	Wide									
	28	29	30	31	32	33	34	36	38	
Lenght	30	x	x	x	x	x	x	x	x	
	32	x	x	x	x	x	x	x	x	
	34	x	x	x	x	x	x	x	x	
	36		x	x	x	x	x	x	x	

Russel REGULAR TAPERED FIT

Regular waist and thigh, tapered leg from the knee down to a modern regular leg opening.

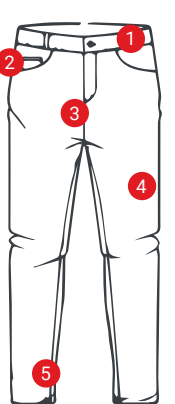


AVAILABLE IN 6 WASHES



SPECIFICATIONS

1. Regular waist, normal block
2. 6th pocket
3. Mid rise zip fly
4. Regular thigh
5. Tapered leg from the knee down to modern regular legopening of 18 cm



AVAILABLE SIZE COMBINATIONS

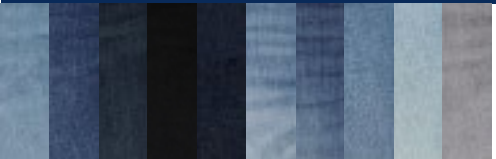
	Wide									
	28	29	30	31	32	33	34	36	38	
Lenght	30	x	x	x	x	x	x	x	x	
	32	x	x	x	x	x	x	x	x	
	34	x	x	x	x	x	x	x	x	
	36				x	x	x	x	x	

Starling STRAIGHT FIT

Regular waist with a slim thigh, straight from the knee down to a straight leg opening.

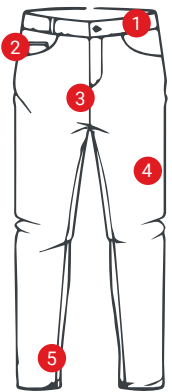


AVAILABLE IN 10 WASHES



SPECIFICATIONS

- Regular waist, normal block
- Reinforced pocket details
- Regular rise zip fly
- Slim thigh
- Straight from the knee down to modern straight leg opening of 19 cm



AVAILABLE SIZE COMBINATIONS

		Wide								
Lenght		28	29	30	31	32	33	34	36	38
	30	x	x	x	x	x	x	x	x	x
	32	x	x	x	x	x	x	x	x	x
	34	x	x	x	x	x	x	x	x	x
	36					x	x	x	x	x

Lewis LOOSE FIT

Regular waist with a loose thigh, straight from the knee down to a regular leg opening.

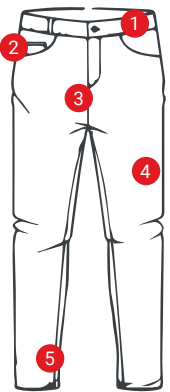


AVAILABLE IN 3 WASHES



SPECIFICATIONS

- Regular waist, relaxed top block
- Reinforced leftpocket
- Mid rise zip fly
- Loose thigh
- Straight from the knee down to regular leg opening of 21,5 cm



AVAILABLE SIZE COMBINATIONS

		Wide								
Lenght		28	29	30	31	32	33	34	36	38
	30	x	x	x	x	x	x	x	x	x
	32	x	x	x	x	x	x	x	x	x
	34	x	x	x	x	x	x	x	x	x
	36				x	x	x	x	x	x

Timber LOOSE TAPERED FIT

Regular waist with a loose thigh, tapered from the knee down to a modern leg opening.

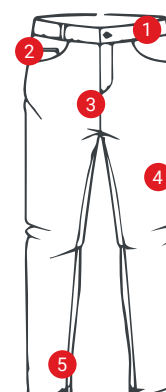


AVAILABLE IN 3 WASHES



SPECIFICATIONS

1. Regular waist, relaxed top block
2. Inserted coinpocket
3. Mid rise zip fly
4. Loose thigh
5. Tapered from the knee down to modern regular leg opening of 18 cm



AVAILABLE SIZE COMBINATIONS

	Wide									
	28	29	30	31	32	33	34	36	38	
30	x	x	x	x	x	x	x	x	x	
32	x	x	x	x	x	x	x	x	x	
34	x	x	x	x	x	x	x	x	x	
36				x	x	x	x	x	x	



THE TIMBER MINE TEST

SCAN THE CODE!

Discover how Long John subjects
Timber Jeans to the ultimate mining test.



Petrol[®]

◆

ICONS

Available in multiple colours.

T-shirt
LONG SLEEVE

M-ROS-TLR002

AVAILABLE IN 6 COLOURS

T-Shirt
SHORT SLEEVE

M-ROS-TSR002

AVAILABLE IN 12 COLOURS

T-shirt
RELAXED FIT

M-ROS-TSR006

AVAILABLE IN 7 COLOURS

Polo
SHORT SLEEVE

M-ROS-POL002

AVAILABLE IN 12 COLOURS

Polo
SHORT SLEEVE

M-ROS-POL003

AVAILABLE IN 8 COLOURS

Advertisement

BUILT FOR ADVENTURE

Made to last.

www.petrolindustries.com

Knitwear
ROUND NECK BASIC

M-ROS-KWR201

AVAILABLE IN 10 COLOURS

Sweater
ROUND NECK

M-ROS-SWR002

AVAILABLE IN 8 COLOURS

Sweater
HOODED

M-ROS-SWH005

AVAILABLE IN 7 COLOURS

Knitwear
COLLAR

M-ROS-KWC202

AVAILABLE IN 8 COLOURS

Short
COLORED SHORT

M-ROS-SHO005

AVAILABLE IN 10 COLOURS

Short
DENIM SHORT

M-ROS-SHO001

AVAILABLE IN 10 COLOURS

Non denim
CHINO

M-ROS-TR0583

AVAILABLE IN 7 COLOURS

Non Denim
CARGO

M-ROS-TR0581

AVAILABLE IN 6 COLOURS

DENIM DRIVEN

Define the road.



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Luxembourg, Norway, Poland, Portugal, Serbia, Spain, Sweden, Switzerland, The Netherlands, United Kingdom

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