

sporting luxury

With the explosion of **NEW FABRIC TECHNOLOGIES** and our demand for higher levels of **FUNCTIONALITY** in what we wear, a whole new way of dressing has been born. Our newly liberated lives will never be the same again as we happily **CROSS ACTIVEWEAR PIECES** with **LUXURY AND LIFESTYLE WEAR**.



COLOR USAGE

Green
Trends are reflecting the beauty of the tropical rainforest and our fascination with every color of green. We love everything from bright pops of citron in sporty styles to olive and military greens in outerwear.

Red
Rich, dark reds verging into beetroot tones bring a sense of luxury to activewear. Many brands have embraced these colors to give a more sophisticated style to the "sport" color palette.

Charcoal
Monochromatic head-to-toe looks are playing an important role in Sporting Luxury. People can't get enough of the quiet but impactful charcoal tones in the extreme heather fabrics that are in right now.



ON TREND

Varsity styles continue to shine. Everything from letterman jackets to jerseys and baseball styles are going luxe. Traditional varsity basics are now regularly styled with high-dollar t-shirts, jeans and dresses. Classic sporty styles are also being created in super luxury fabrics such as soft leathers or even made entirely of cashmere.

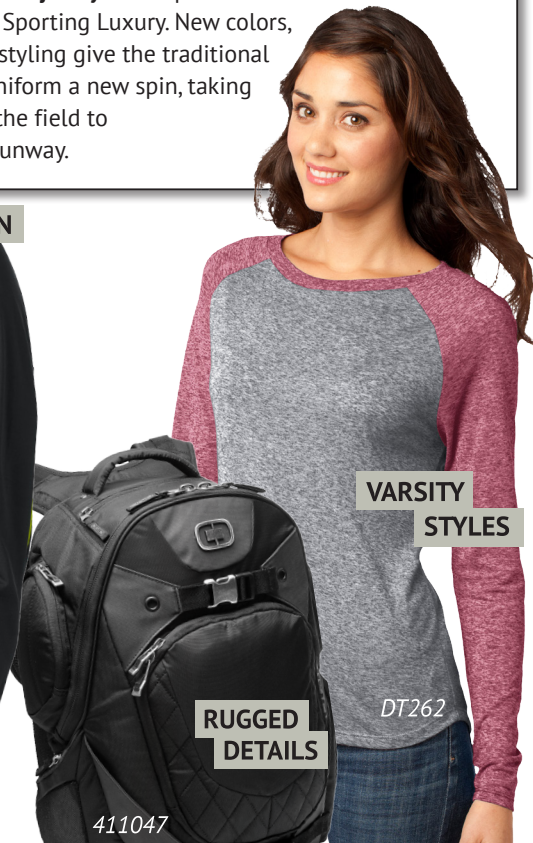
Zip-front cover-up jackets are a huge playground for designers as they add luxury touches to sporty styling. Special attention is being given to fit and design. Unique details like mesh inserts, beautiful zippers and luxurious collars takes the jacket from a gym must-have to an on-trend must-buy.

Ladies football jerseys are a perfect example of Sporting Luxury. New colors, fabrics and styling give the traditional sporting uniform a new spin, taking it from the field to the runway.



CITRON

ST851



VARSIITY STYLES

RUGGED DETAILS

411047

DT262

MATERIALS



MESH

Mesh is everywhere! You find it in every brand and every type of product as we elevate activewear fabrications to fashion status. Looks range from super traditional athletic mesh to extremely textural mesh with large holes. Some kick it up a notch with anti-bacterial and wicking treatments that take them from high tech to high fashion.

SWEATSHIRT FLEECE

Even sweatshirt fleece is getting a luxury spin. Hoodies are embellished with “bling” and are being produced in fabrics with a super soft hand feel.

PIQUE

In a nod to tennis and golf, the classic polo is back in a big way. Pique fabrics lead this charge with their ever-expanding list of technical features such as moisture-wicking and stain-resistant technologies. Designers are finding the versatility and iconic status of pique in the world of sport to be the perfect choice when elevating activewear to a new fashion status.



SWEATSHIRT
FLEECE

DT293

DETAILS

GRAPHICS

Badges, patches and single-number graphics are trending, especially in sports-inspired styles. Many sport luxe sweatshirts are tying this in with an exaggerated front “V” stitch at the neck to take a traditional look to the next level.

HARDWARE

Sporting Luxury is seen on backpacks and bags of all shapes and sizes as true hardware from rigorous outdoor sports find their way into fashion. Climbing hardware and rugged trims like seatbelt straps make an appearance on accessories as well as garments. Added details like zippers on sleeves give an eye to fashion as much as to function.



GRAPHICS

JST93



HARDWARE

BG302

