

# sporting luxury 2.0

At the crossroads where **FITNESS MEETS FASHION**, you'll find **ATHLEISURE** – the **SPORT LUXE LOOK** that's more than a trend, it's becoming **A WAY OF LIFE**.



## STYLE IT

### FOR HIM

**Layering** is the key to styling this trend. Start with a long-sleeve thermal (**camouflage and nautical stripes** are good bets this season), add a **marled hoodie** to get in on the heather trend and finish the look with a great **jacket or blazer in an outerwear fabric** for a tech-inspired finish.

### FOR HER

A slightly slouchy **oversized layer** on top paired with **slim-fitting, closed-hem, fleece bottoms** get you in on the Sporting Luxury 2.0 look. Glam it up a little with a tee that brings a **metallic shimmer** to your style.



## ON TREND

### FIT FOR LIFE

The Sporting Luxury look continues to grow as the market for comfortable activewear uptrends and staple items like jeans downtrend. Our need to be fit for life plays a part in this movement but the strength behind the trend is the dizzying array of clothing designed for the gym that can also be worn out to dinner with friends.



### SOPHISTICATED SPORTY

A neutral palette is shifting this popular trend in a slightly more sophisticated direction. Activewear items that used to be mainly bold color statements are now being incorporated more easily into lifestyle looks that can also be worn to the office.

### VARSITY STYLING

Collegiate looks continue to gain momentum and are becoming must-have fashion pieces. Whether a football jersey, an oversized letterman jacket or a baseball jersey, these key pieces bring a bit of the team spirit to the runway and to the looks in today's popular style magazines.



### VARSITY

### SOPHISTICATED SPORTY

LOE700

NE206

ST370

DT294

DT293

DT118

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## MATERIALS



LACE

### MESH & LACE

Textural surfaces bring visual interest to fabrics today and mesh is a key material. Micro and macro mesh are equally important as are lace “mesh” tonal inserts, which lend a sporty femininity to classic silhouettes.

### SHIMMER

A subtle sparkle adds just enough glam to turn a simple tank top into a fashion statement.



SHIMMER



METALLIC ACCENTS

CONTRAST PIPING

## DETAILS

### METALLIC ACCENTS

Liquid metal accents elevate sporty styles to a luxe level, while metallic foils give graphic tees a new, bling-worthy intensity.

### COLOR-CONTRAST PIPING

A fine detail like contrast piping makes an impactful statement as it frames and highlights key style features.

### STONE-ON-TONE BRANDING

Add depth with tone-on-tone decorating. Textural elements bring attention to the design while adhering to the current trend toward subtle brand messaging.

