

UNIQUE **STYLE** **P**LATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS



USP INSPIRE:
LUXURIOUS ATHLETICS



As high end fashion brands continue to expand into **sportswear**, **luxurious athletic** clothing influences **active** and **loungewear**, with a **neutral palette** being key to an **elevated** look.

The long-anticipated **Nike x Jacquemus** collab mixes elevated silhouettes with athletic and everyday staples, in versatile neutral tones. **Marine Serre's** S/S 23 collection featured activewear pieces on a sports field, whilst **Skims** have just released a *Utility Sport* collection, styled with heels. In footwear, **Dior** unveiled **Birkenstocks** at their A/W 22/23 menswear catwalk and logos of *Major League Basketball* teams have been put onto **Paraboot** derby shoes.

Italian creative **Davide Perella** redesigns **Nike** into a luxury brand, incorporating the Swoosh logo into elevated pieces including loafers, suits, handbags and fragrance.

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MOOD



Be inspired by luxury brands creating active and casual pieces, from footwear to performancewear, whilst lifestyle incorporates sporting logos

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COLOUR



BLACK
WHITE
13-6108
16-1451
19-1234
13-0814

Be inspired by a palette of elevated neutrals, rich chocolate, oat, faded sage and fresh white, with contrasting flashes of sporty coral and black