

UNIQUE **S**TYLE **P**LATFOrm
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
SPORTSCORE



An evolution of the 'Blokecore' trend sees a **rise in sportswear attire**, with sporty looks **dominating the catwalks** during fashion month. A wearable take on football jerseys and rugby shirts was a key theme, seen on the **JW Anderson**, **Louis Vuitton** and **Dries Van Noten** runways, blurring the lines between high fashion and sportswear.

David Beckham's new **Netflix** documentary *BECKHAM* taps into the Y2K aesthetic prevalent around David's early football career, inspiring Gen Z to thrift vintage football gear. The series amassed 3.8million viewers during its first week of release.

Rihanna has launched a bloke-core loungewear line for **Savage x Fenty**, while designer **Martine Rose** has released a collab collection with **Nike**, which redefines styling in women's football.

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MOOD










Be inspired by a contemporary take on sportswear, combining comfort and function with bold graphics, chunky stripes and a luxe twist

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COLOUR



	13-0643
	18-0905
	19-1875
	15-5519
	19-4045
	WHITE
	BLACK

Be inspired by a palette of elevated primary hues, including deep red, classic cobalt and acid yellow, contrasted with black, white and tan.