

AW26
ACTIVEWEAR
CONCEPTS





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WORKOUT / WEAR OUT

TREND

#CoffeeRunFits

#PilatesPrincess

#BalletCore

#BeyondTheGym



As remote work and casual lifestyles became more common, people sought outfits that were not only functional for workouts but also stylish enough for social outings. Additionally, the emphasis on wellness and self-care has encouraged individuals to prioritize comfort without sacrificing style. It's all about balance: hot pilates classes keeping us active, and then it's time for a cozy coffee date with friends. Influencers and celebrities have popularized this trend, showcasing how comfortable activewear can be fashionable and polished for both workouts and social engagements.

WORKOUT / WEAR OUT

KEY LOOKS



Bodysuit



Cropped pullover



Sculpting underband bra



Long-sleeve crop top



Crop tank



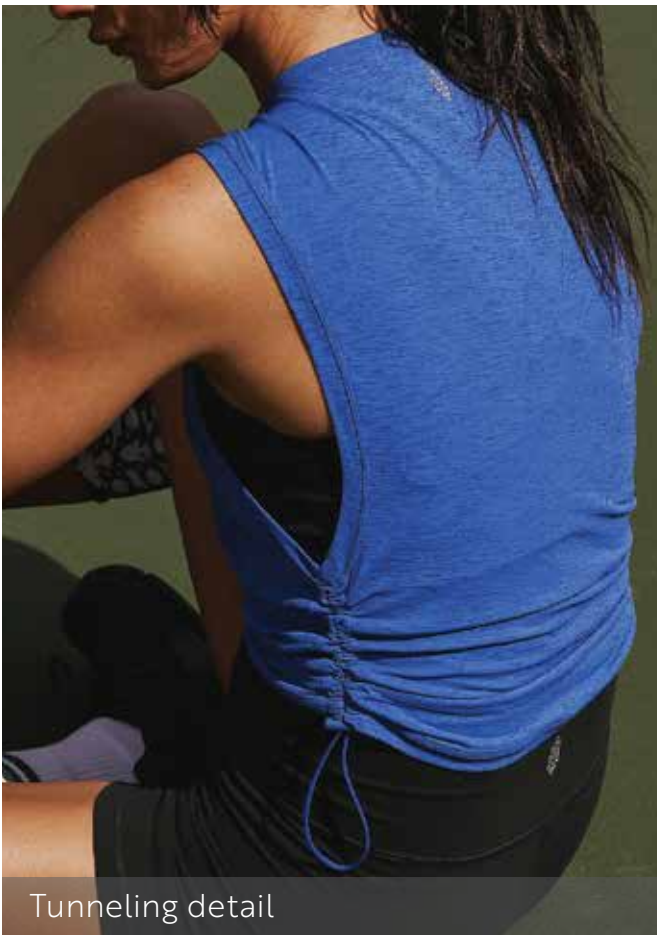
Stirrup leggings



Plunge bra

WORKOUT / WEAR OUT

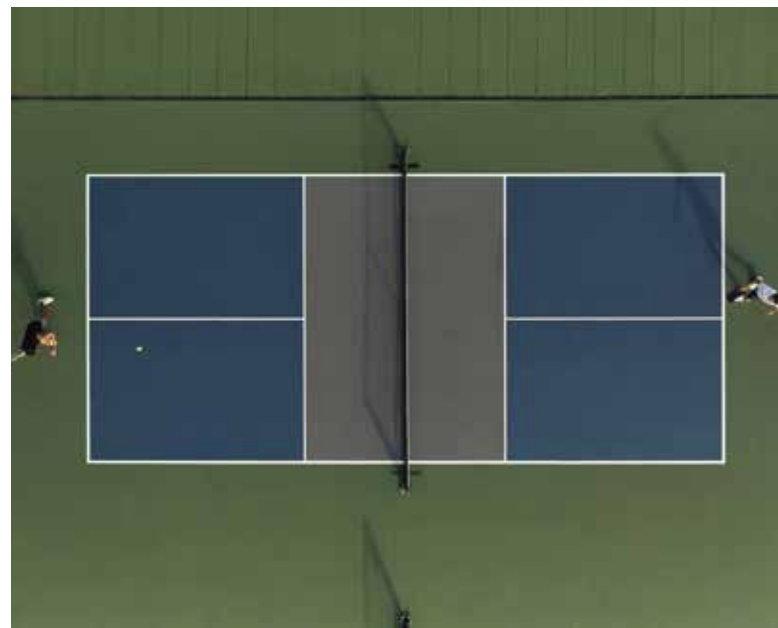
DETAILS AND MATERIALS



SPORTY PREP

TREND

#RacketSportRevival #Collegiate #HeritageSports #CountryClub



The rising popularity of racket and heritage sports are booming, with consumers, especially Gen Zers, enjoying their participatory and inclusive nature and relatively easy accessibility and low costs. This racket sport revival reflects a growing interest in both competitive and recreational sports, emphasizing the importance of performance, style, and comfort. As more people engage in activities like tennis and pickleball, brands are responding with innovative designs that cater to athletes' needs and making them suitable for both the court and everyday life.

SPORTY PREP

KEY LOOKS



Dress with support bra



Longline bra



Long-sleeve polo top



Zip jacket



Tailored-style shorts



Sweatshirt

SPORTY PREP

DETAILS AND MATERIALS



Scallop edges

Matching jacquard set



Collegiate-inspired panels



Accessories storage



Twist detail



Playful contrast edges



Combination of different meshes

RUNNING CLUB

TREND

#RunTok

#SocialClubs

#TrailRunning

#Ultramarathons



The running club trend has gained significant traction in recent years, driven by a growing community of participants who seek motivation, accountability, and social interaction through group activities. Runners from all fitness levels are eager to get involved, with long-distance and trail running gaining particular interest. Sportswear brands, running clubs, activists, and even dating apps are tapping into this ripe lifestyle opportunity with exciting product innovations and memorable interactive experiences.

RUNNING CLUB

KEY LOOKS



Running jacket



1/2 Zip midlayer top



Running shorts



High-impact sports bra



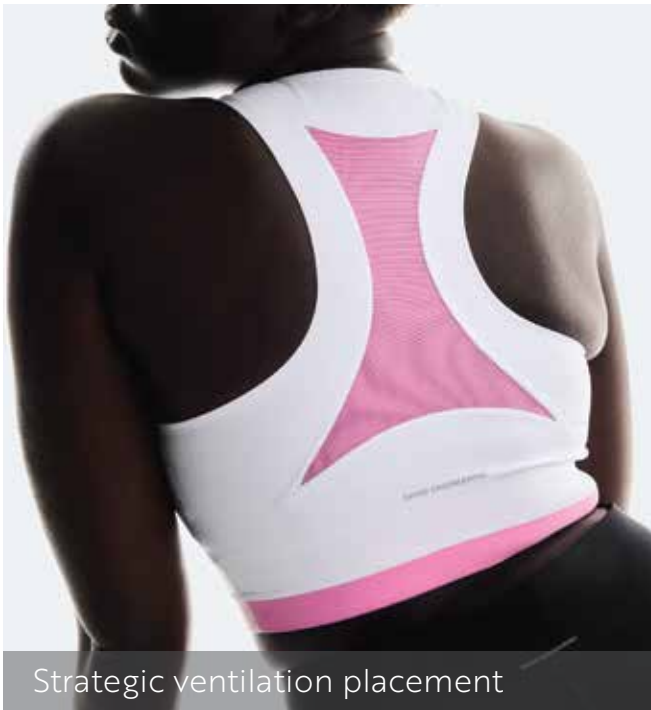
Tank top



All-weather running pants

RUNNING CLUB

DETAILS AND MATERIALS



ALL-SEASON ACTIVE

TREND

#TheGreatOutdoors

#ClimateAdaptive

#EmbraceTheUnexpected



As global temperatures continue to rise and weather patterns become increasingly unreliable, embracing the shift towards shoulder-season activities is essential. And as adventurers adapt, dressing for summer in winter and strategic lightweight layering will become the norm. By focusing on adaptable designs, sustainable practices, and stylish aesthetics, brands are meeting the demands of consumers who seek clothing that can transition seamlessly through various outdoor activities and weather conditions.

ALL-SEASON ACTIVE

KEY LOOKS



Lightweight jackets with insulation



Support tops



Crop tee



Low-impact sports bra



Track pants



Thermal leggings with ventilation

ALL-SEASON ACTIVE

DETAILS AND MATERIALS



Detachable components for climate adaptation



Cutout details



Breathable panels



Packable elements



Thermal materials



Reactive color and body temperature regulating materials



Zipped pockets

COLOR PALETTE

AUTUMN



WINTER

