SS27

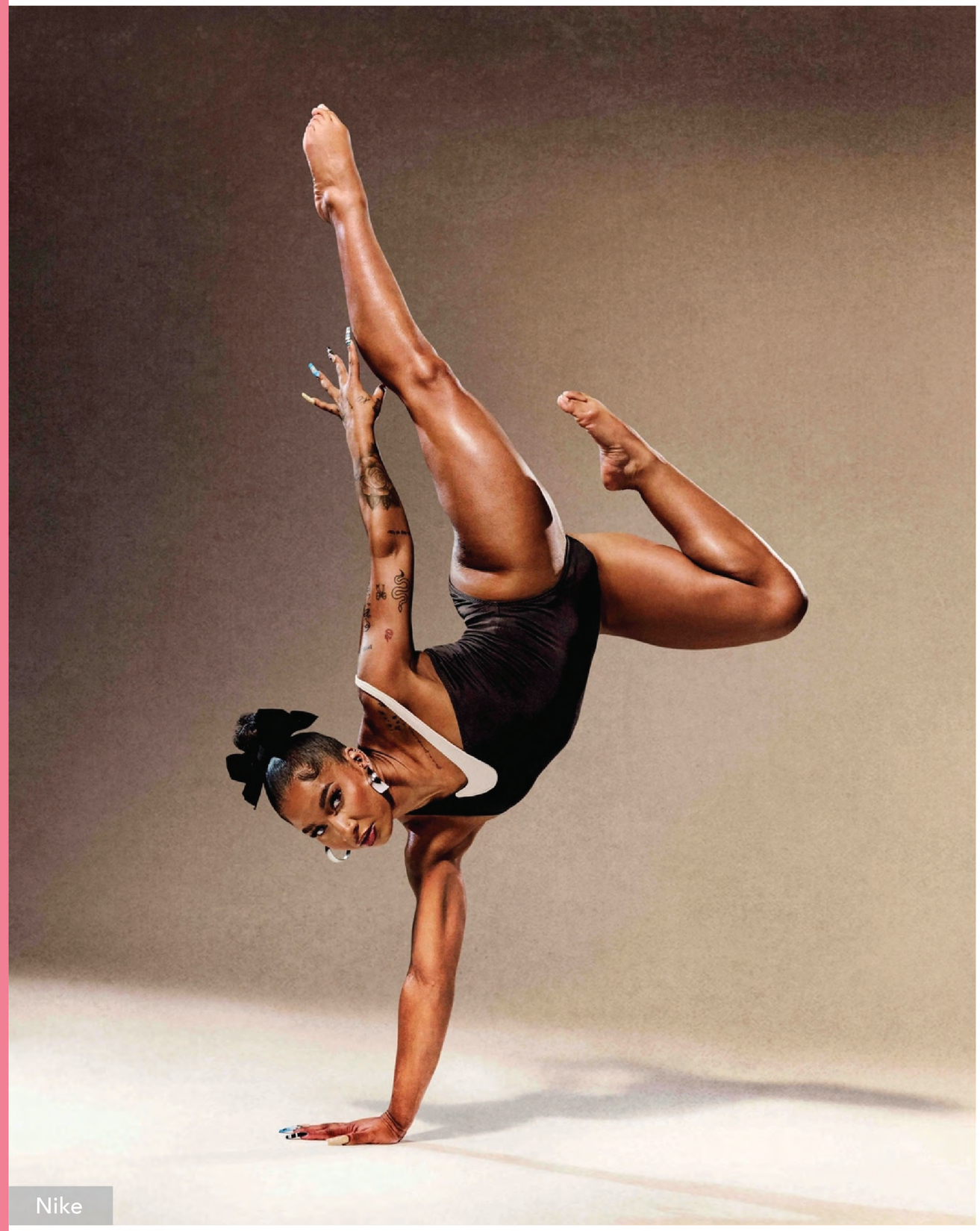
ACTIVEWEAR

CONCEPTS

FEM-NOMENAL

Female athletes are significantly shaping the trend of female-centric activewear by advocating for performance-driven designs that prioritize both functionality and style. As they gain visibility and recognition, these athletes emphasize the importance of comfortable, high-quality materials that support diverse body types and athletic needs. Their influence are driving demand for inclusivity in sizing and styles that transition seamlessly from workout to everyday life. This empowerment celebrates the power, resilience, and complexity of the feminine experience – designs by women for women.

#unapologetic confidence
#female strength
#polished performance

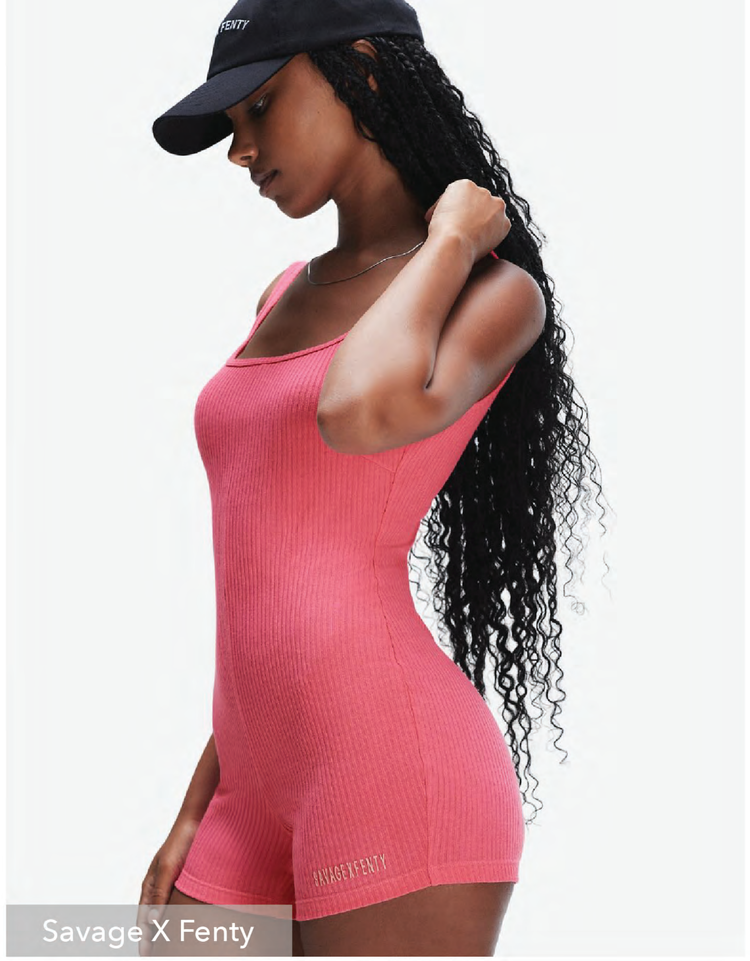


Nike

KEY LOOKS

Vuori

PADDED CROP TOP


Savage X Fenty

BODYCON ALL-IN-ONE

Adidas

DOUBLE-LAYERED TANK

Bandit

RIBBED BIKE SHORTS

Umbro

CROP COVER UP

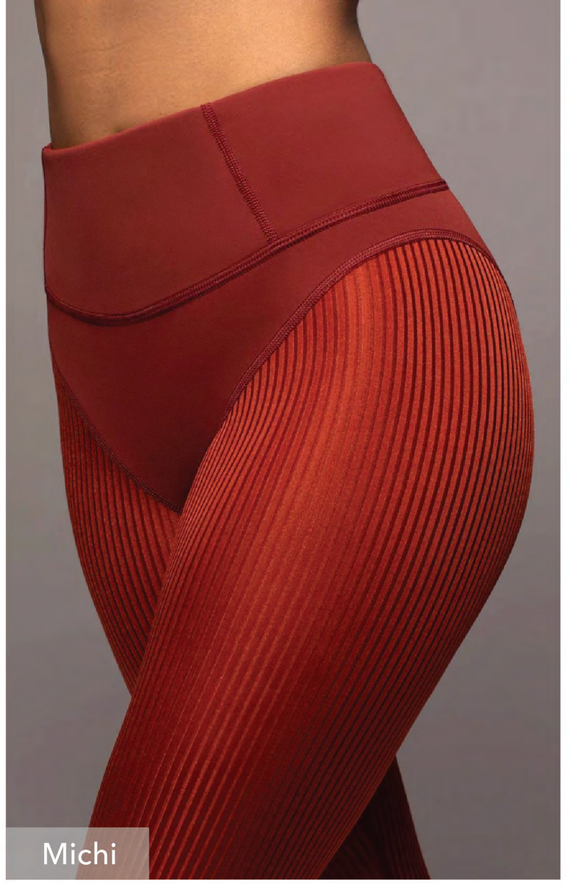
Athleta

CROP LEGGINGS

DETAILS AND MATERIALS

Year of Ours

CUTOUT DETAILS


Michi

MATTE AND GLOSS BLOCKING

Pruzan

BREATHABLE OPEN MESHES

Bo+Tee

HALTER STYLE

alo

SHEER MESH PANELS

On x FKA Twigs

SQUARE NECKLINE

Puma

LYCRA ADAPTIV MATERIALS

Reebok

FLUID ERGONOMIC LINES