



sportswear active

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WOMENS & MENS Sportswear report S/S 2015

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HIGH CONTRAST



SHOCK ABSORBER @ jdsports.co.uk; UNDER ARMOUR @ jdsports.co.uk; UNDER ARMOUR @ jdsports.co.uk; ROXY @ surfstitch.com

Standout detail: High-contrast colours frame the edges of athletic shapes or highlight seams and details. Piping, stitching, panels and zips in acid brights or contrast colours are used in both men's and women's athletic wear. Black provides the perfect base for these styles; shapes for women are cropped into bra tops or short jackets with contrasting sleeve colours. Brand names are strategically placed on panels of elasticated fabric under the bust on womenswear.



ADIDAS x STELLA McCARTNEY @ adidas.com; ATHLETA @ athleta.com; ATHLETA @athleta.com

Maximum Support: The growth of yoga and non-impact sports drives new feminine designs, which are ergonomically shaped for unrestricted movement. Bra tops are given an update with cutout panels on the sides and back. Longer tops feature a back section which is cut into a racer/muscle back design with strap and ring details. Wide bands under the bustline and along the waistband of shorts effectively stops movement during sports activities.

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BLOCK PATTERNS



top: SWEATY BETTY @ sweatybetty.com; bottom: SWEATY BETTY @ sweatybetty.com; THE NORTH FACE @ jdsports.co.uk; REEBOK @ fashionbeans.com

Panels and patterns: Solid panels bring ordered chaos to patterns, which are placed in the centre of t-shirts and tank tops. The reverse is seen on shorts, where the side panel is patterned, and can be used as a strategic position for brand placement. Seams are ergonomically curved into the body creating a silhouette effect. Patterns are tech themed with digital numbers, pixelated camouflage, blurry bands of colour and shaded geometric prints.



top: ADIDAS x STELLA McCARTNEY @ adidas.com; bottom: ATHLETA @ athleta.com; ADIDAS x STELLA McCARTNEY @ style.com; ROXY @ surfstitch.com

Boxer styles: Striped elastic and wide waistbands are on trend for S/S 2015. Styles are cut short and feature a hemline that curves up at the side body into a slash pocket, diagonal seam or a contrast panel of mesh. Fabrics are feather-light and are technically enhanced with breathable or sun-protective qualities. Twin-needle stitching and contrast binding adds reinforcement and enhances seam details.

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JOGGERS



DUFFER OF ST GEORGE @ jdsports.co.uk; GANT RUGGER @ gant.com; ATHLETA @ athleta.com; FRANKLIN AND MARSHALL @ mushclothing.com;

Warm-up: Relaxed styles for men's and women's joggers feature an easy fit with adjustable drawcords and tape ties. Styles cross over to casual wear in soft cottons and natural blends. Logos and brand names run down the side/front, or are placed below the waistband. Pockets are concealed in the side seam or added into a slash seam; additional pockets are added to diagonal seams on women's styles.



ADIDAS ORIGINALS x TOPSHOP @ adidas.com; CHRISTOPHER SHANNON A/W 2014 London; ADIDAS ORIGINALS x FARM @ juicy.mashkulture.net

Sporty Zip-Ups: For S/S 2015, tracksuit tops return to the '70s with shrunken proportions and classic styling. Updates are created through the use of colour, pattern and fabrics. Contrast zips, piping and ribbed seams coordinate with off-centre abstract patterns or repeat prints. In menswear tracksuit jackets are divided through the middle into two blocks of separate colour.

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SPORTS JACKETS



VPL A/W 2014 New York; PUBLIC SCHOOL S/S 2014 New York; T by ALEXANDER WANG A/W 2014 New York; ZANEROBE @ zanerobe.com

Tracksuits: The kimono-style closure is a new direction for women's tracksuit jackets. Raglan seams, and necklines are picked out in a striped rib in cropped jackets. In men's hooded styles, an inverted 'V' hem is achieved with a cutaway hem or through a double-ended zip. Jogging pants with a loose fit sit on the hipline with a dropped crotch and tapered leg for both menwear and womenswear.