

**urban**

# FOCUS

**WOMENS & MENS Sportswear report S/S 2015**



London 2014 Trendzine Street Shot; Y-3 S/S 2014 New York; T by ALEXANDER WANG S/S 2014 Paris; London 2014 Trendzine Street Shot

**Black & white:** Black urban layers with white accessories or highlighted contrast panels. Stripes run straight or are set at angles in various widths. Soft sportswear contrasts with tailored jackets. Trousers are cuffed at the hemline or cut off at mid-calf length. White bands trace a line around pocket shapes and cut through shorts.



STAMPD @ stampdla.com; ETHEL VAUGHN S/S 2014; STAMPD (back view) @ stampdla.com

**Bold positioning:** High-contrast blocks of text stand out in black and white combinations. Letters follow a gentle curve or are placed in horizontal or vertical lines through garments. Text appears at the back of a t-shirt with a dipped hemline and the contrast is picked up in bands along the edges of sleeves.



ADIDAS ORIGINALS @ area3.co.za; ADIDAS ORIGINALS @ jdsports.co.uk; ADIDAS BLUE @ freshnessmag.com; ADIDAS ORIGINALS @ jdsports.co.uk

**Prints on black:** Prints are layered on top of complex patterns in dark colour combinations. Retro-styled track jackets are patterned with photo prints and feature white stripes along the sleeves.



ADIDAS ORIGINALS x JEREMY SCOTT @ kaltblut-magazine.com; ADIDAS x OPENING CEREMONY @ openingceremony.us; ASHISH S/S 2014 London



## RED, WHITE & BLUE



**Combined Colour:** Red, white and blue colours are a classic combination for urban sportswear. Blue shades are faded or take on a lilac cast. The long baseball shirt is restyled in leather with a chenille logo, and Ashish covers his Coca-Cola vest in sequins.



MILES DUNPHY S/S 2014; London 2014 Trendzine Street Shot; SHAUN SAMSON S/S 2014 London; Y-3 S/S 2014 New York

**Oversized jackets & sweatshirts:** The classic hoody style with drawcords is updated with panels of contrast fabric or shiny abstract printing. Shiny lurex knits are engineered with ribbed edges, while on other jackets, hoods are pointy and zips run off to the side neck.



SALVATORE FERRAGAMO S/S 2014 Milan; ADIDAS ORIGINALS x OPENING CEREMONY @ [openingceremony.us](http://openingceremony.us); McQ by ALEXANDER McQUEEN S/S 2014 Paris; TIM COPPENS S/S 2014 New York; Y-3 S/S 2014 New York

**Baggy shorts:** Men's shorts stand out in alternative fabrics and with extra volume. Lengths range from mid-thigh to just below the knee, and materials include supple leather, laminated finishes and suiting with a soft sheen. The shape is tailored or gathered at the waistband with a relaxed or loose fit through the leg.



RICHARD NICOLL S/S 2014 London; REASON @ [reasonclothing.com](http://reasonclothing.com); top: STUSSY x PETER TOSH @ [urbanindustry.co.uk](http://urbanindustry.co.uk); bottom: STAMPD @ [stampdla.com](http://stampdla.com)

**Black & white photos:** Photographic prints feature icons or classical art. Prints are hi-resolution images or grainy and soft; some are positioned at the centre front while others cover the entire area.