

WHY?

## IT'S ALL ABOUT...

Sport Utility captures the innovation of motion inside of tailoring universe.

The trends for menswear is a great hybrid of formal and sport luxe, with the perfect balance of smart and casual.

For the next season are simple creating a hybrid between men's formalwear with sport luxe sporty but formal (or vice-versa) with an emphasis on unstructured tailoring, clean cut, and the crash between neutral colours and bold colours.

Definitely the strong trend is incorporate classic sportswear tailoring into their collections.

Sportswear as a fashion trend has been evolving for the past few years...

let's do a new way and very clear-sighted!



*Sportswear as a fashion trend has been evolving for the past few years...*

*It continues on the direction of sleek, minimal and luxurious, making itself ripe for new interpretations.*

THE  
INFLUENCE  
FASHION TRENDS  
Daniela Fuhrmann

# Prêt-À-Sporter Pret-A-Sporter

tailoring + sport

sophisticated silhouettes

asymmetry

sport mesh used for sophisticated styles

technical sport fabric

reinventedic

smart-casual

engineering appeal

sports influences prevail

modernist aesthetic

sophisticated sportswear

plastic finishes bring synthetic glaze

multitude of textures

sporty shapes

sliced and spliced together for sport-inspired silhouettes

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# FASHION TRENDS

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A collage of black and white images featuring a shirtless man in various active poses, including flexing, boxing, and martial arts, set against a dark background with a large, stylized quote on the left. The quote reads: "Action is the foundation of all success". The man is shown in different settings: a gym, a boxing ring, and a ring. He is wearing various athletic gear like shorts, a helmet, and boxing gloves. The images are arranged with some overlapping, creating a dynamic feel. The overall theme is action, success, and physicality.



The mix between formal and sport merges with geometric shapes and images in prism. The simple lines and spreads inspiration comes from the lines of the architecture and adds the fusion with the futurism.

The union of these elements bring a large choice of inspiration for prints, silhouettes and details.

# 1 T-IDEAS



Prism prints



Shirt with sport details



Asymmetric



Detail



Polo shirt

# 1 T-IDEAS



Tailoring and sport

Superposition



New high neck



# 1 T-IDEAS



# 1 Sweatshirt and Hoodie

Mixture between tailoring and sport



Different mixtures of fabrics

Mixtures of fabrics



Different mixtures of fabrics

and finishings



# 1 Sweatshirt and Hoodie



New ways of hoodie



Cotton and fabrics



Cotton and leather



# 1 Sweatshirt and Hoodie

Volume in the neck

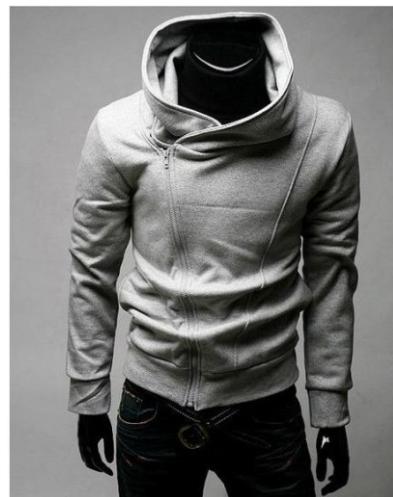


High neck



Asymmetric

Mixture of materials

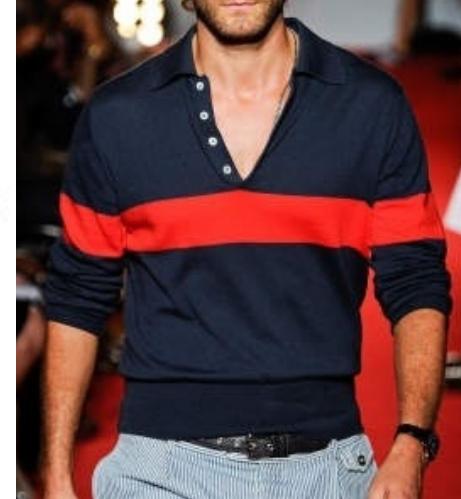


New ways to have hoodie

# 1 KNITTED



Italian Knit Polo



Different ways to use stripes

Different ways to use stripes



# 1 KNITTED



Utility pockets



Knitted with silk



Different details



# 1 KNITTED



Open knitted



Knitted accessorie



Different basic



# 1 Outwear, jackets and blazers



Sport tailoring jacket



Shapes



Refined use of hoodies



# 1 Outwear, jackets and blazes



Doble lapels

Skirt effect

Layers effect



Tailoring and fake overlays



# 1 Outwear, jackets and blazes



Changes in the classic tailoring



Details

Waistcoat



Classic waistcoat

# 1 Outwear, jackets and blazes

Ideas of the female wardrobe



HELMUT LANG

# 1 Shorts and trousers



Tailoring in cotton

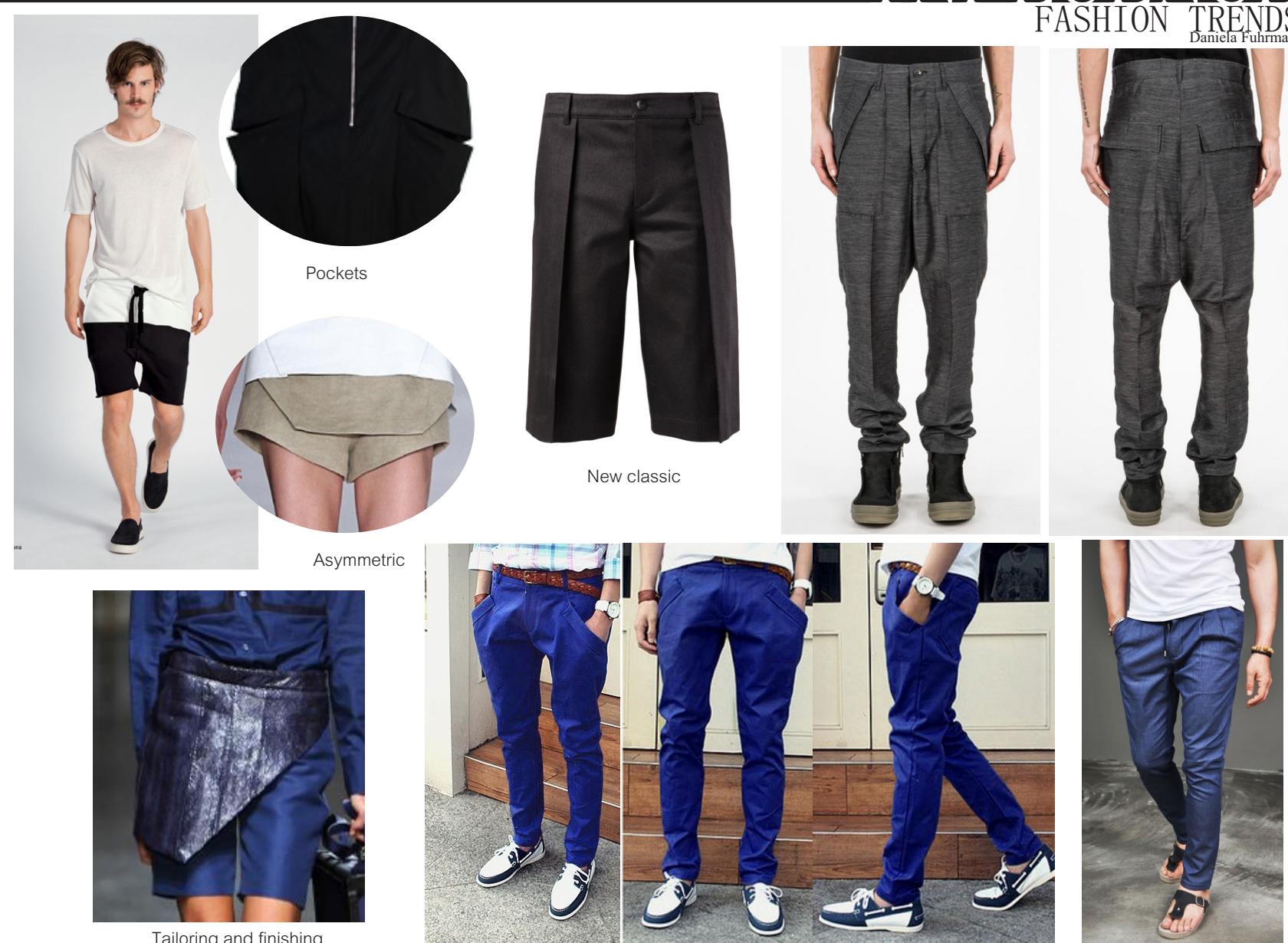


Doble trouser effect



Trousers with elastic on the cuff

# 1 Shorts and trousers



# 1 New ideas



Cut Tie / tie as accessory



Finishing in knitted



Hoodie backpack



Backpack/ Bag

