

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
RUN CLUB



Technical gear increasingly influences street style, and vice versa - for authentic, layered and hybrid looks. **The run club is the new runway.**

Harry Styles took an unexpected route when promoting his latest album – the popstar featured on **Runner's World**, wearing running merch from his brand **Pleasing** alongside hi-spec technical gear. Combining his two loves, Styles discussed how running nourishes his creative life and inspired his new music.

Marathon season has grown from a niche interest to a key date in social calendars. Getting a bib for the **Hackney Half** is compared to getting Glastonbury tickets, while **Culted** reports the **London Marathon** *"has never been so stylish"*. Niche running brands, like **Satisfy** and **Soar**, alongside luxury collaborations, like **Loewe x On**, drive newness.

USP: As consumers take on IRL activities to escape a chronically online fate, hobbies become the new subcultures, influencing fashion and lifestyle.

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MOOD



Be inspired by a hybrid mix of technical & daywear - slogan t-shirts, layered looks, colour blocking, bandanas & sporty sunglasses

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COLOUR



18-4250

13-1504

17-1511

19-3909

19-4028

12-0633

18-1760

Be inspired by a palette that softens sporty neons with tinted neutrals – faded pastels, mauve & dusky blue