

APPAREL AND ACCESSORIES

## What impact do activewear crossovers have on high-fashion brands?

October 3, 2017



*High fashion and streetwear have been converging as tastes change and younger consumers grow into their wealth. Image credit: Huntsman & Sons*

By DANNY PARISI

The worlds of activewear and luxury apparel are increasingly colliding, with British tailor Huntsman & Sons the latest to collaborate with the sporting goods world.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Huntsman is working with footwear brand Reebok to create a one-of-a-kind tailored suit made from Reebok's patented Flexweave material, which is designed to be lightweight, flexible and easy to manufacture. The collaboration is the latest crossover between refined, high-end tailoring and the increasingly vibrant world of street fashion.

"This a unique, creative and exciting proposition from Reebok," said Campbell Carey, head cutter and creative director of **Huntsman**, London. "After closely examining Flexweave, we were both surprised and inspired by the challenge of using this non-traditional material to create a bespoke garment.

"The perfect suit is a fusion between fit, comfort and style working with Flexweave to hit each of these essentials is an experiment we'll relish."

Huntsman x Reebok

In the past few years, the divisions between high fashion and streetwear have all but dissolved.

With streetwear brands like Supreme collaborating with the likes of Louis Vuitton or high fashion brands introducing streetwear-inspired collections, the crossover between the two is well established.

Now, one of Savile Row's own is taking that collaboration to the next step. Huntsman has partnered with Reebok to create a one-of-a-kind tailored suit made of Reebok's Flexweave material.



*Reebok's Flexweave material. Image credit: Huntsman & Sons*

The main appeal of Flexweave is that its unique structure allows it to be made of multiple different types of fabric, making it more efficient and less wasteful to use.

While the material is designed for use with footwear, Huntsman is taking it and turning it into a full suit.

The suit will be designed to the measurements of football star and Reebok brand ambassador Brandin Cooks, who was consulted on the design of the suit.

Huntsman expects the suit to be finished by February of 2018 and will deliver the suit to Mr. Cooks at that time.

#### Crossover apparel

Streetwear's influence in the fashion world is evident from a number of new developments.

France's LVMH named the 21 designers culled from approximately 1,200 candidates from 90 countries in the running for the fourth annual LVMH Prize for Young Fashion Designers with streetwear playing a major influential role in a number of the winning designs ([see story](#)).

Following that, Louis Vuitton debuted a fall/winter 2017 campaign that includes a streetwear-inspired aesthetic and hip-hop-tinged short film.

Louis Vuitton's campaign puts the collection first and foremost, with little artifice or concept beyond a showcase of the clothing and the models. The clothes themselves are clearly modeled after the growing popularity of streetwear, with sneakers, caps and a monochromatic color scheme anchoring the collection ([see story](#)).



*Caro*

Reebok  
X  
HUNTSMAN

*Designs for the suit. Image credit: Huntsman & Sons*

Young people are driving the majority of streetwear's popularity, as they are the biggest consumers of streetwear brands.

Earlier this year, Lyst and Business of Fashion teamed up to rank the top five performing fashion brands of the year. The top five brands are, in order, Gucci, Kanye West's Yeezy, Balenciaga, Vetements and Givenchy.

These brands are ones that have a huge following among young consumers, especially Yeezy and Vetements, which have deep connections to youth and streetwear cultures. As for Gucci, millennials and those in Gen Z now represent 50 percent of its consumer base due to the label's revitalization under Alessandro Michele and its digital tactics ([see story](#)).

Huntsman's collaboration with Reebok is only the latest in a growing list of projects that cross the gap between high fashion and streetwear. As Generation Z grows into a bigger share of the consumer base, this trend will likely continue.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.