

APPAREL AND ACCESSORIES

Eres embraces modern mindset with move into activewear

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Eres is launching activewear. Image courtesy of Eres

By STAFF REPORTS

French swimwear and intimates label Eres is branching into a new category with the launch of activewear.

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Speaking to the athleisure mindset of today, Eres' collection includes pieces that can be worn for activities such as working out as well as hanging out. Throughout its more-than-four decades, Eres has adapted with the changes in femininity, and the brand sees activewear as the next evolution.

On the move

Activewear fits with Eres' existing portfolio of garments that are designed to be worn close to the skin. In addition to lingerie and swimwear, the Chanel-owned brand also carries loungewear.

Now the label is creating pieces for activities such as pilates, yoga and dance. Items in the collection include sports bras, leggings, leotards and bodysuits.

Design details include handmade braiding accents and Calais lace, bringing a feminine touch to activewear. Created in primarily neutral tones of grey and black, the collection features pops of red.



Eres sees its activewear being worn outside the gym. Image courtesy of Eres

Jersey layers can be thrown on post-workout, while cashmere can be worn for warmups. Eres notes that these knit pieces hold function beyond the gym.

The collection, which ranges in price from \$285 to \$585, is being sold via select Eres stores, the brand's ecommerce site and Net-A-Porter.

As consumer spend on health and wellness grows, the luxury industry is getting in the game.

Once a trend, the notion of athleisure is now becoming part of a broader lifestyle, extending into areas of consumers' lives beyond fashion. In a webinar presentation on March 2, analysts from Euromonitor discussed "The Future of Athleisure and Luxury Apparel," looking at how the two are increasingly colliding ([see story](#)).

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