

APPAREL AND ACCESSORIES

McLaren, Castore team up for sportswear collection

November 2, 2022

By LUXURY DAILY NEWS SERVICE

British sportscar maker McLaren's high-performance autos were the inspiration behind a new collection of clothing in collaboration with sportswear brand Castore.

Dubbed the Black Edition, the sportswear collection includes activewear and accessories for both men and women designed to wear during anything from an intense workout to everyday tasks.

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"It combines the premium technicality of McLaren's supercars with the disruptive nature of Castore to produce a truly collaborative collection," said Rich Brooks, brand director of automotive and motorsports at Castore, in a statement.

Collaborations between likeminded brands have grown dramatically in the past few years as marketers try to target combined audiences and new markets.

Drive in style

Each piece has a minimal yet high-end look with tech features to enhance movement.

Fabrics, in true athleisure fashion, are comfortable, lightweight, stretchy, breathable and durable.

Among the T-shirts, hoodies, jackets, shorts and pants are the Seamless Zip, the Training Tee and the Slim Fit Joggers.

The two British brands have collaborated in the past.

The new Black Edition collection is available for purchase now in select Castore stores and on [castore.com](https://www.castore.com).