



MSGM



Everlast



Gosha Rubchinskiy

Menswear designers have peppered their shows with iconic sportswear items this season; some actually teamed up with labels that specialize in athletic clothing. One example is **Gosha Rubchinskiy** who presented a collection inspired, as always in his case, by boys from Moscow's rough suburbs and their penchant for tracksuits. For this show, staged in Florence during Pitti Uomo, he collaborated with several iconic Italian sportswear labels: **Kappa**, **Fila** and **Sergio Tacchini** items all featured on the catwalk.

Meanwhile, another sportswear giant, **Champion**, confirmed its collaboration with Japanese smart casual label **Beams Plus**, launching a collection that includes a mock neck T-shirt and lightweight trench coats; while **Everlast**, the iconic boxing brand, has been tapped by **Ports 1961**. This resulted in a capsule line for which Ports 1961's Creative Director Milan Vukmirovic reinvented Everlast's famous 'Rocky' sweatshirt. The line also proposes a travel gym pack that includes shorts and bomber jackets.

Some designers explore activewear tropes without teaming up with specialty labels. Thus, **Prada's** menswear line focuses on a modern globetrotter with a decidedly active attitude. This athleisure collection includes leggings, super-light jackets and a parka, all in high-tech materials. The must-have accessory? A backpack, obviously. **Tim Coppens** has reworked his signature shapes in outdoor materials and infused them with a hint of nostalgia: aluminum-coated nylon gives a metallic sheen to his zip-up sweatshirts, bombers and layered shorts, and these items are clearly reminiscent of the athletic clothing of the 1990s. It's all about vintage sportswear looks at **MSGM**, where designer Massimo Giorgetti is inspired by the 'beach & disco' generation, with nods to music videos by the Beastie Boys and the Pet Shop Boys. Sporty items with stripes are mixed with vichy cotton, Glen plaid wools and nylon. The collection comprises jogging pants with ruches, a parka, stone-washed denim and vintage sneakers. Athletic references also feature prominently at **Virtus Palestre**, which pays homage to the Olympic Games with classic sportswear styles and a retro typeface.