America meets Europe in a new collab between Michael Kors and Pentland's Ellesse brand that celebrates the athletic styles of the 1970s. But the supporting campaign is fronted by some famous names very much grounded in the present.

They include model Emily Ratajkowski, Brooklyn-based rap musician Jay Critch and an “uber-cool cast of musicians, models and multi-hyphenates”.

The brands said that the collection’s “vibrant, sporty and glamorous designs are brought to life through a transportive campaign”.

Shot in Miami by fashion photographer Lachlan Bailey and styled by Mel Ottenberg (editor-in-chief of Interview), the campaign “is a celebration of the cool, confident, optimistic and energetic DNA of the Michael Kors and Ellesse brands,” we’re told.

“Adding to the cool factor, appearing alongside Ratajkowski and Critch—whose beats provide the background track for the shoot and video—are It-models Lexi Boling, Herzen Clerge, Lucas Ucedo as well as musician Wolftyla and top Japanese internet sensation Kemio to round out the global cast”.

The capsule, which debuts in May, will also be brought to life in a series of pop-up installations and activations around the world.

As for the products themselves, they comprise a 24-piece offer of retro athleisure, “evoking the bold attitude, confidence and eternal cool of vintage lifestyle looks”.

Key design elements include “a one-of-a-kind insignia that fuses Michael Kors’ iconic logo with Ellesse's tennis-and-ski-inspired one”. A waved pattern featuring the Ellesse x Michael Kors emblem can be found on the bags and accessories of the lifestyle collection.
Colourwise, the Italian label’s signature colour palette of fiery oranges and reds is set against classic shades of navy blue and crisp white.

Included are track jackets and pants, vintage-style swimsuits, chunky sneakers, logo slides and neon bucket hats that “celebrate a modern take on classic styles”. And popular Kors pieces including the Hudson backpack and Bradshaw shoulder bag are also included.

By Sandra Halliday