Adidas launches comfort-focused ready-to-wear capsule

By Sandra Halliday - June 9, 2022

As consumers continue to adapt sportswear for their everyday lives, sports companies are responding with more launches targeting those everyday lives as well as sports activities.

And Adidas is launching a new RTW capsule “inspired by the way the next generation continues to turn tradition on its head with how they move through the world, opting for a fresh comfort-first mindset and rejecting old-world pressures”.

Launching with “early access” on 9 June (followed by a full global debut on 15 June), it’s “born from sport and built on comfort”. The new capsule “boasts cosy fits inspired by sport streetwear style, while several pieces are also made in part with recycled materials”.

The accompanying campaign is fronted by a raft of “next generation trailblazers”, including global award-winning actress Hoyeon, US gymnast Nia Dennis, American football superstar Tua Tagavailoa, and Chinese national sprinting champion Xie Zhenye. It “reveals how choosing comfort in mind and body has given them confidence, more internal headspace, and the ability to embrace any challenges within their journey of progress”.

It comes on the back of an Adidas study that showed “comfort is helping the next generation level up in all aspects of life, as over three-quarters believe they are more ambitious when rooted in a feeling of comfort”.

The company said its research showed nine in 10 respondents believe the clothes they wear impact how mentally comfortable they feel, and over three-quarters say they’re more likely to thrive in multiple aspects of life when rooted in a true feeling of comfort.

Three-quarters also believe the feeling of comfort “helps them be more ambitious as well as pursue causes they care about”, while over half say their confidence is boosted when wearing comfortable apparel.

In China, comfortable clothes are related more to life success and achievements, whereas in Japan, the community believes in being able to express themselves better. Meanwhile, in the UK and US, relaxed apparel...
community believes in being able to express themselves better. Meanwhile, in the UK and US, relaxed apparel relates to feeling more comfortable within themselves.

That has all led to a capsule that includes garments with a relaxed fit and “ideal for those looking to level up their everyday sport streetwear style whilst remaining cosy throughout the day”.

There’s a women’s rib dress, oversized hoodie, rib crop top and biker shorts. And there’s a men’s classic and oversized tees, woven pants, coach jacket, fleece hoodie, and fleece shorts.

Jo Aberg, VP Design at Adidas, said: “We are seeing the rise of a comfort-first mindset amongst the next generation and the consensus that living in this feeling is how they thrive. We also know that when it comes to self-confidence, being comfortable with who they are and what they wear has a huge impact on their lives. With this very much our inspiration, our new capsule fuses fresh looks with optimum comfort and fit and looks to serve the next generation as they drive culture forward and move through the world with purpose.”

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