Luxury brand Gucci is teaming up with Adidas to launch a sport-inspired ready-to-wear collection in stores and online on June 7.

First introduced as part of the 'Exquisite Gucci' fashion show in Milan in February, the initial launch is set to include ready-to-wear styles such as Adidas signature track pants and polos, as well as accessories like bucket hats, duffle bags, and camera bags for both men and women.

A fixation on stripes plays out across the ready-to-wear pieces encapsulating the narratives of both brands via a trio of lines on various pieces. Likewise, throughout the collection, energetic prints portray how motifs like the adidas Trefoil and GG monogram work well together to amplify both legacies. Finally, a 1970s inspiration is exemplified through flared pants, bowling shirts, and knitted vests.
Completing the line up is footwear such as a special version of the Adidas Gazelle sneaker style, available in a wide range of colors and patterns. Other updated footwear styles include Gucci’s Horsebit loafers, terry-fabric slides, as well as statement clogs and leather pumps.

For the introductory lookbook, Gucci creative director Alessandro Michele envisioned a series of images inspired by archival catalogues. The lookbook features a cast of characters striking a dynamic poses to showcase the sport-inspired collection, which was captured by photographer Carlijn Jacobs under the art direction of Christopher Simmonds.

The Adidas x Gucci collection is also expected to be sold through pop-ups worldwide.

By Jennifer Braun

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