

AMERICAN VINTAGE SPORTS CLUB

AMV UNVEILS AMERICAN VINTAGE SPORTS CLUB, A NEW SPORTS COLLECTION

This fall, American Vintage is on the move. On the agenda: a sports collection for men and women, fully rooted in the DNA of the Marseille-based label.

THE IMPULSE

Since 2005, American Vintage has developed a unique universe that goes far beyond its women's, men's, and children's wardrobe. It was only natural that the style teams worked on a sports collection for adults, with exclusive pieces designed to suit a variety of activities.

"American Vintage shares many values with sport. Concepts like teamwork and movement have always been very important to us. At headquarters, we have a gym, weekly classes, a padel court... These elements contribute to the well-being of the team, but they also help reinforce the brand's mindset and that of our CEO, Michaël Azoulay."

— American Vintage Style Team

THE MOOD

Leggings, sweatshirts, t-shirts, sports bras. Around twenty pieces for women, just under ten for men: with American Vintage Sports Club, this season is sporty. Crafted with the same care as ready-to-wear, this sports collection pays special attention to fabrics and volumes, allowing for urban, contemporary looks that mix new pieces with American Vintage essentials.

In terms of colors, expect mineral, warm, and pop shades—a triptych dear to the Marseille label. Inspirations range from retro (like the GOF bodysuit and leggings for women, designed in textured fabrics) to more contemporary (like the DYF for men, featuring a two-tone design).

A nod to "American Vintage" and "05," honoring the brand's founding year, logos are highlighted throughout the collection—small here, large there—always varied depending on the piece.

The sports collection will be available in selected stores and on the brand's website from October 26, 2025.