



The Giants of Sportswear

Fashion Trends Throughout the Centuries

Leen Demeester

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- Get to know the story of the biggest sports brands (Puma, Nike, Adidas) and the key designers behind them
- Great timing as sportswear is the current trend

Enter the world of sports fashion and exercise in style. Here are the giants of sports and the brands who have clothed them. Puma. Nike. Adidas. Hugo Boss. Ralph Lauren. Chanel. Prada. These and many others reveal the secrets of glamorous sportswear in a sleek and streamlined book. Power and style merge with competition and performance as sports speaks to fashion, and vice versa. Contents: Introduction History of Sportswear in High Fashion The American Legacy in Sportswear Sportswear is Big Business Leading Sports: Basketball; Running; Football; Tennis; Skiing; Surfing; Swimming; Golf; Cycling; Polo; Sailing; American Football. Brands: Nike; Puma; Adidas; Lacoste; Bogner; O'Neill; Speedo; Hugo Boss Green; Assos; Ralph Lauren; Paul and Shark; Under Armour. Designers: Patrizia Pepe; Stella McCartney; Ermanno Scervino; James Lee (Bjorn Borg); Simonetta Ravizza; Philipp Plein; Harold MacKeene; Steven Deduytsche; Rick Owens; Hackett; Lagerfeld (Chanel); Tommy Hilfiger.

Leen Demeester is a fashion journalist for different magazines and wrote *Fashion Icons*.

