

# WWD Digital Daily

August 15, 2019

1



## 1. RUSSELL ATHLETIC

**BACKSTORY:** Now owned by Fruit of the Loom, Russell was created in 1902 by Benjamin Russell, a sports enthusiast who started his business creating knitwear for women and children followed soon after by uniforms for teams around the U.S. His son Benny is credited with creating the all-cotton football jersey in 1926, which replaced the scratchy wool uniforms worn at that time. Fast forward to today, and the brand has mined its heritage by offering a variety of collections for everything from the mass market to trendsetting specialty stores such as Kith.

**KEY STYLES:** At Agenda, the brand showed pieces from its Classics line that included blank T-shirts, sweatshirts and hoodies that retailers and customers could customize. But more interesting were the colorblocked and tie-dyed T-shirts and sweatshirts from the Heritage line. That modern offering also included a variety of pieces in retro colors including lightweight French terry fleece tops and crinkled nylon coach jackets with a cinched bottom and mesh interior for men. The women's Heritage collection was more fashion oriented and included mixed media and utilitarian-skewed tops in muted earth tones, super cropped tops and teeny tiny shorts as well as bodysuits, track jackets and hoodies with raw edges and contrast edging with matching leggings.