



2027 SS

Blokecore Revival

STYLE TRENDS



Contents

Football is no longer merely a passionate sport on the court, but has deeply integrated into urban trends, becoming an indispensable source of inspiration in the realm of sporty fashion. We are entering an era of 'Blokecore Revival', where football jersey transcends functionality to become a bold expression of personal taste and fashion-forward attitude. Whether it's the refreshed interpretation of classic team colors, or futuristic designs combining technical fabrics and ergonomic tailoring, all pay deep homage to football culture through innovative deconstruction, extending far beyond jerseys into everyday, mix-and-match wardrobes.



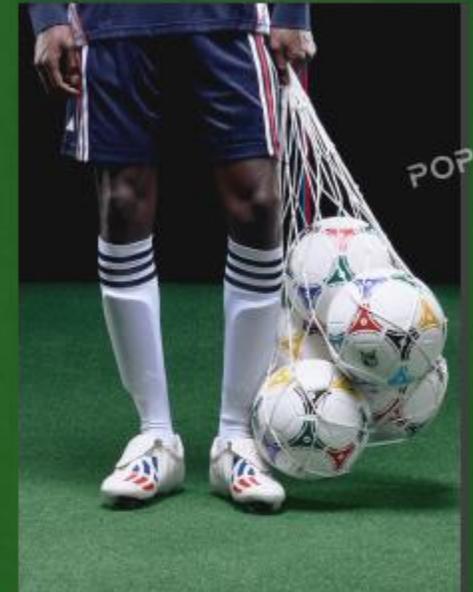
Style Drivers



Theme Styles



Key Items



Brand Recommendations

Style Drivers

Sportswear brands are actively collaborating across fields such as street culture and artists, blurring the boundaries between sport and fashion. Consumers, especially Gen Z and Millennials, desire to express a sense of community and unique identity through clothing. They are no longer passive recipients but have become active participants in trend creation.

This fashion guideline report will begin with key items, such as creatively shoulders, V-neck details, and jersey dresses. Additionally, it will offer inspiration for outdoor sport development through essential elements like diverse number designs, stripes & checks, and mixed materials, along with brand introductions from multiple perspectives.



Adidas Originals

Inspiration Drivers

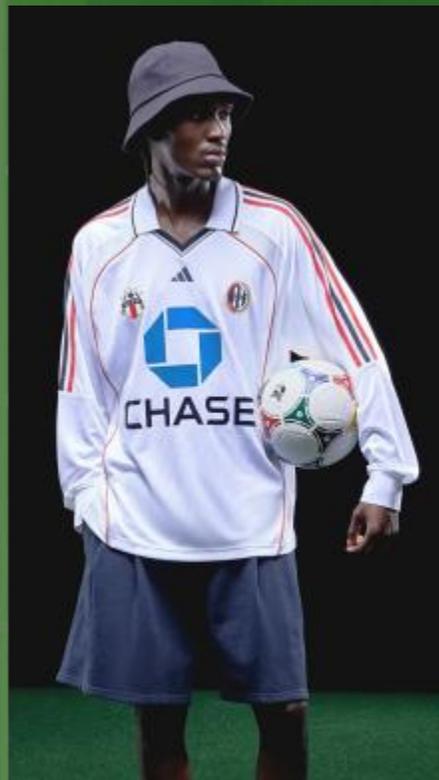
01 Nike T90 Pop-UP in Shanghai



Image Source: @ONECHANCE

Nike and local football organization @ANAR FC collaborated at the store located at No.34 Yangqing Road and nearby alleys, creating an ultra-hyped football district this summer. As Nike's first football product line, the T90 collection features not only a display of T90 history inside the store, but also a dedicated football area on the left side of the space. In addition to classic football elements, Block 90 also includes a T90 aesthetics salon with DIY nail stickers, necklaces, rings, etc., allowing girls to engage with football culture in more ways.

02 Kith X Adidas Football Spring/Summer 2025 Collection



The KITH x Adidas Spring/Summer 2025 football collaboration collection continues both parties' signature retro sport aesthetic while incorporating modern streetwear elements, creating football-themed apparel that combines functionality with fashion.

Blokecore Revival

everyone to wear their own trendy football style in a unique and creative way. Football apparel is no longer limited to the playing field, but incorporates playful artistic trends and the neatness and refinement of academia, presented through styles such as polo collars and pullovers. The 'Blokecore Revival' style aims to deeply blend the vitality of football with fashion aesthetics, making it an indispensable part of everyday trendy outfits.

PANTONE11-0700TPG
Lucent White

PANTONE14-4320TPG
Balitic Sea

PANTONE14-5711TPG
Azalea Pink

PANTONE16-2126TPG
Azalea Pink

PANTONE18-1555TPG
Molten Lava

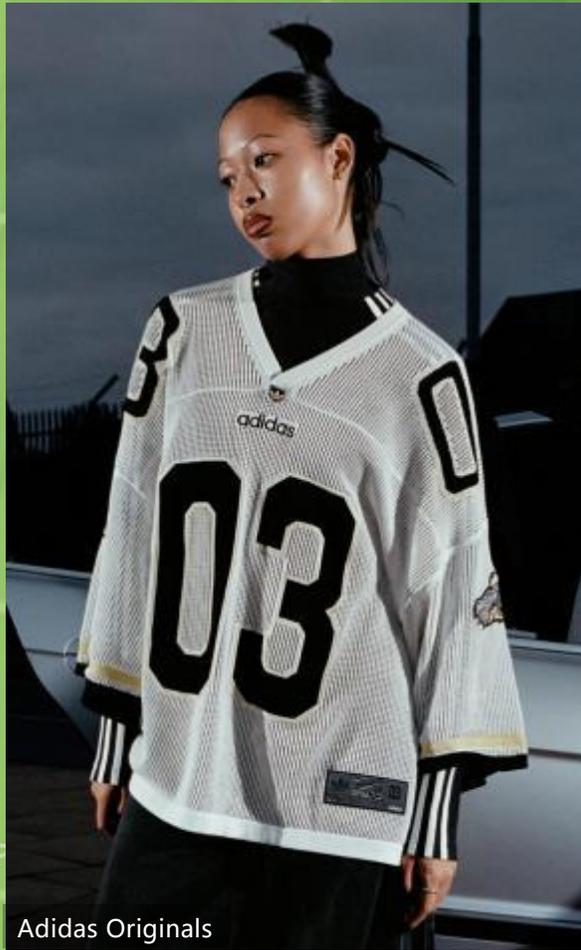
PANTONE19-3952TPG
Surf the Web

PANTONE19-4103TCX
Silhouette



Number Design

contrasting colors ensures visibility, while co-branded customization gives them a unique identity. Numbers also serve as a medium



Adidas Originals



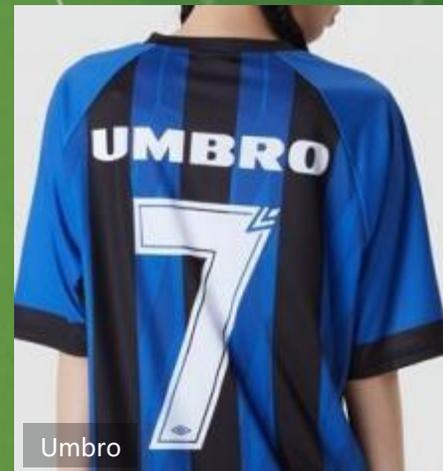
Adidas Originals x Willy Chavarria



AMBUSH



Adidas Originals



Umbro



Remedy



NIKE

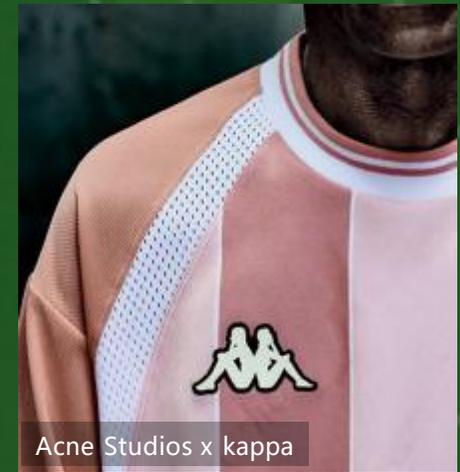
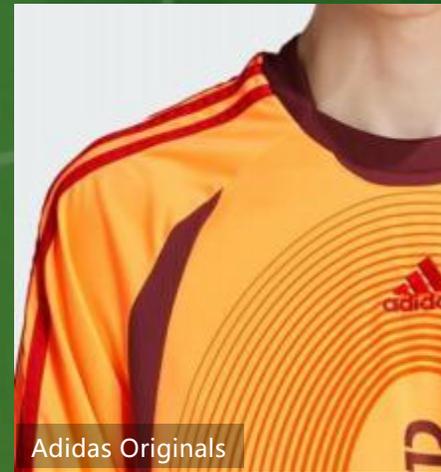
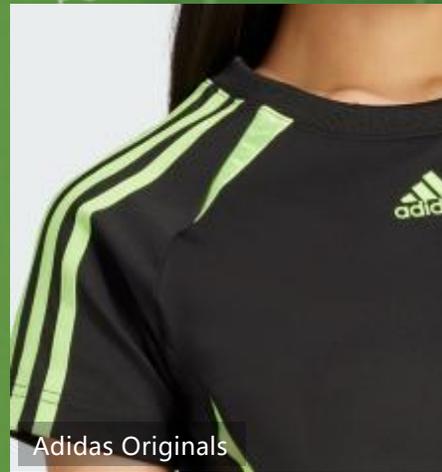
Theme Pattern - Stripe & Check

Trendy jersey patterns are an important medium for visual innovation, ranging from abstract and expressive graffiti-style stripes to all-over printed classic designs; from delicate subtle textures and geometric repetitions to pixelated, gradient, and colorful futuristic expressions, presenting strong artistic and experimental qualities. Jersey patterns are evolving from simple logos into highly visually striking trend languages.



Theme Design - Creative Shoulders

Retro splicing and bold color contrasts display the classic charm of football jersey. The creative arrangements of stripes and curves at shoulders and sleeves bring a dynamic aesthetic. Contrasting fillets and color blocking in different shapes energize the daily sportif wardrobe.

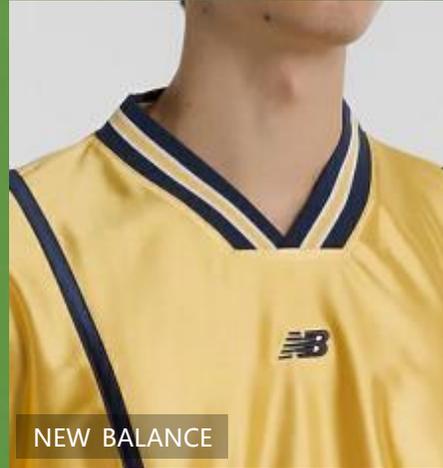


Theme Design - V-Neck

The jersey's V-neck design highlights clean and elegant necklines, with a variety of V-neck styles such as contrasting colors and stripes offering a strong athletic vibe. Additionally, collar designs like asymmetrical, straight-cut, and pointed collars showcase diverse styles. Not only is it a clever fashion design, but also a subtle gateway to confidence.



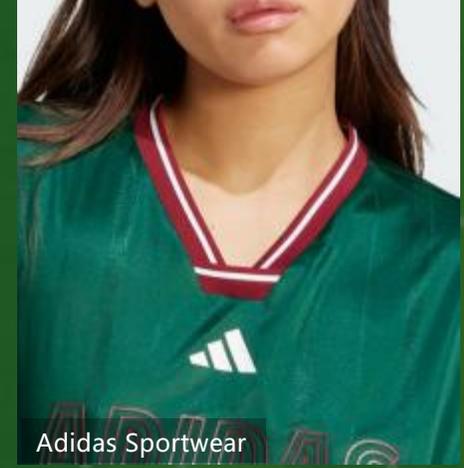
KITH x adidas Football



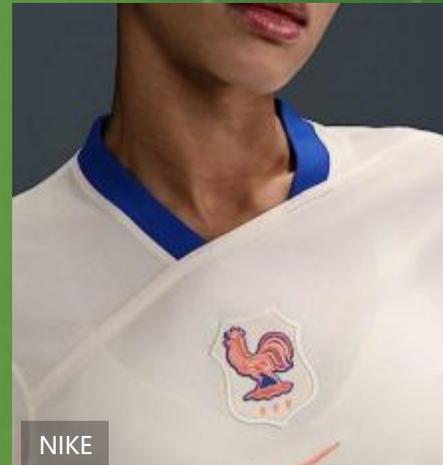
NEW BALANCE



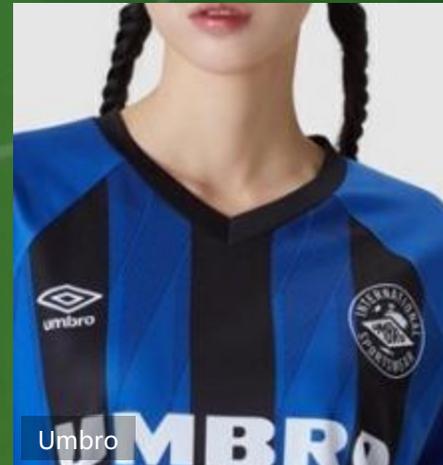
AMBUSH



Adidas Sportwear



NIKE



Umbro



bandit running

Theme Item - Jersey Dress

Transforming jerseys into dresses creates a new favorite in women's sporty fashion. In terms of tailoring, from the comfortable and casual silhouette of oversized jersey shapes to sleek, sexy fits, it accommodates different body types. The fabric selection offers a smooth, flowing drape that enhances both comfort and a premium feel. Color usage is bold, offering visual impact with solid bright pinks, as well as multi-dimensional interpretations through contrasting stripes and tropical prints.



adidas x FARM Rio



Adidas Originals



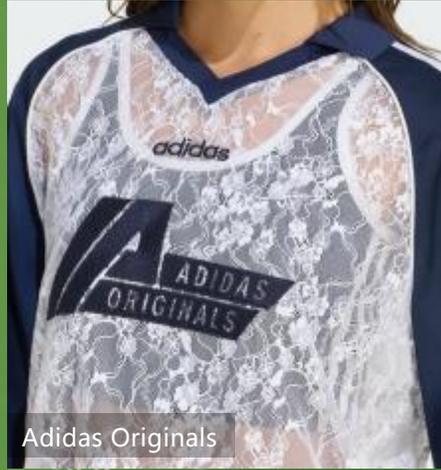
Adidas Originals



Adidas Originals

Key Elements - Mixed Materials

See-through mesh and delicate lace are cleverly layered under sportswear or used as partial accents, enhancing sensuality and fashion appeal. Embossed embroidery and jacquard textures add richer tactile sensation and visual depth to logos and patterns. The contrasting use of glossy and matte fabrics creates a more sophisticated visual layers. Through bold combinations of diverse materials, jerseys are no longer monotonous but instead display multidimensional texture and trendy details, redefining athletic aesthetics.



Key Collection I



Adidas Originals



A Bathing Ape



P.E Nation



chuu



Screamcolour MOF



Key Collection II



F.C.Real Bristol



Casablanca



Adidas Originals



66° North
Craft



IM MEN



Adidas Originals

Brand Recommendation

Adidas Originals

The 2025 Spring/Summer football collection from Adidas Originals continues the brand's core spirit — a tribute to classics and exploration of the future. The theme centers around 'retro-futurism,' skillfully blending the golden eras of football culture from the 1970s, 1980s, and 1990s with today's and future-oriented streetwear trends. Greater emphasis is placed on comfort and freedom of movement, while also incorporating the casualness and deconstructed aesthetics of street fashion. Bold and vibrant color combinations, along with fabric selections that prioritize functionality and environmental sustainability, create a diverse collection that meets professional sports needs and seamlessly integrates into everyday fashion.



Adidas Originals



Adidas Originals



Adidas Originals



Adidas Originals



Adidas Originals



Adidas Originals



Adidas Originals

Brand Recommendation

KITH x adidas Football

Adidas & Kith's iconic silhouettes highlight the debut co-branded logo and artwork. Explore elevated jackets, sweaters, tracksuits, T-shirts, and knits. Standouts include stadium jackets, blazers, trousers, and tracksuits. The Adidas football apparel and Kith collection draws inspiration from Adidas' iconic sportswear. The duo reimagines this style together, featuring custom knit designs and piping details on the front. The set is available in beige and green options and comes with co-branded labels.



KITH x adidas Football



KITH x adidas Football



KITH x adidas Football



KITH x adidas Football



KITH x adidas Football



KITH x adidas Football



KITH x adidas Football

Brand Recommendation

Umbro

This collection skillfully combines Umbro's rich football heritage with modern street-style aesthetics, resulting in a nostalgic yet vibrant style. The loose jersey fit, classic stripe elements, and V-neck design exude a strong retro charm. The collection incorporates a clean, structured feel reminiscent of schoolboy styles, particularly the navy blue and white color combination, as well as the use of polo shirts. This approach makes football apparel more versatile for everyday wear and better aligned with the tastes of younger generations.



Summary



Creative Shoulders

Retain the classic neckline and shoulders as focal points. The retro splicing and bold contrasting V-neck redefine classic charm. Statement color schemes and exquisite embroidery enhance everyday wearability and fashion sense. Stripes are innovatively arranged in terms of position and thickness on the shoulders and sleeve sides, or divided by smooth curves to display dynamic aesthetics. Various brand emblems and collaboration logos are cleverly integrated, combined with different material panels, emphasizing the sophistication and diversity of sporty fashion.



Mixed Materials

Fabric application in trend football shirts breaks traditional boundaries, emphasizing mixed materials and layering effects. Sheer mesh and delicate lace are subtly layered under sportswear or used as partial accents, enhancing sensuality and fashion appeal. Embossed embroidery and jacquard textures add richer tactile sensations and visual depth to logos and patterns. Through bold combinations of diverse materials, football shirts are no longer monotonous but showcase multidimensional texture and trendy details redefining sports aesthetics.



Stripes & Checks

Football jersey patterns serve as a significant medium for visual innovation. From Nike's abstract graffiti-style stripes to redesigned full prints; from subtle textured motifs and geometric repetitions to pixelated and gradient futuristic expressions, these patterns exhibit strong artistic and experimental qualities. As carriers of brand culture and personal storytelling, shirt designs are evolving from simple identifiers into powerful visual trend languages.



About Us.

- WENS FASHION founded in year 2007 ,is a leading international trading company with a rich history and a global footprint.We offer One-stop Purchase Services including marketresearch,OEM/ODM service,product sourcing, logistics,customs clearance, and post-sales support. Our team of experienced professionals is dedicated to providing personalized attention and tailored solutions to meet the unique needs of each client.
- **Fashion trend:**Meanwhile, we continuously increase investment in research and development, introduce advanced production technologies and design concepts, and keep our products always at the forefront of fashion.
- **Environmental protection concept:**We also attach great importance to environmental protection and sustainable development, actively adopt sustainable and recycled materials, and actively promote green production and the implementation of social responsibilities.



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