



FW 2023 MEN'S TENNIS COLLECTION : ETHAN LAY



Uniqlo

a Japanese casual wear designer, manufacturer, and retailer, known for its quality materials at affordable prices.



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Insights

Lifestyle fashion is in. Not just as a micro trend, but consumers are more conscious about how pieces will add to their wardrobe.



Tennis apparel tends to have low versatility due to bright colors and bold designs.



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Meet Shia

He's a junior at NYU and plays tennis on the weekends for exercise. In his friend group, he's regarded as having the best style. He's looking for his clothes to serve just as hard as he does on the court without breaking the bank.



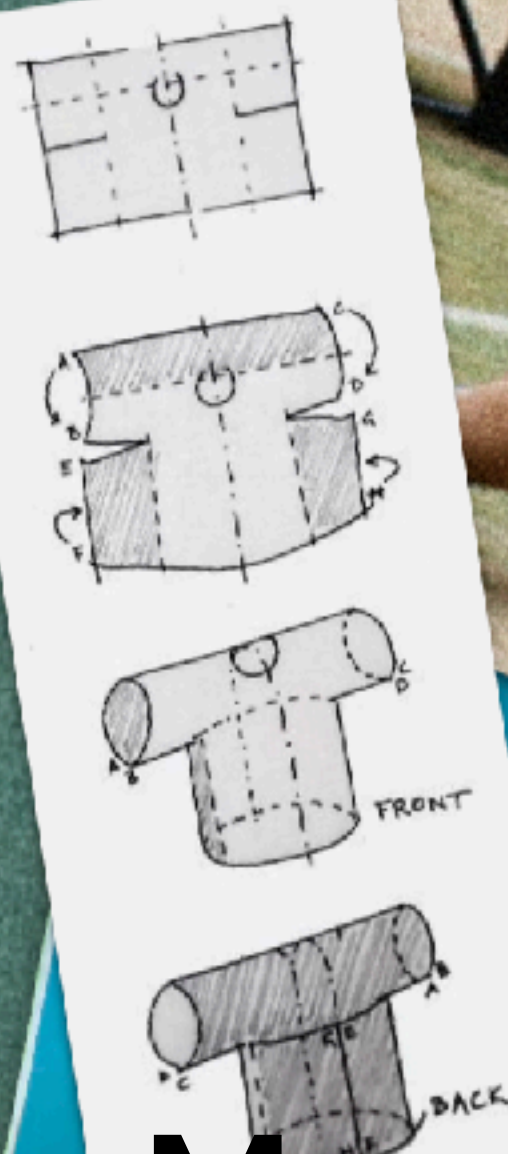
Concept

FW23 Tennis Collection blends performance with lifestyle to create a capsule collection that looks just as good off-court as it does on the court.



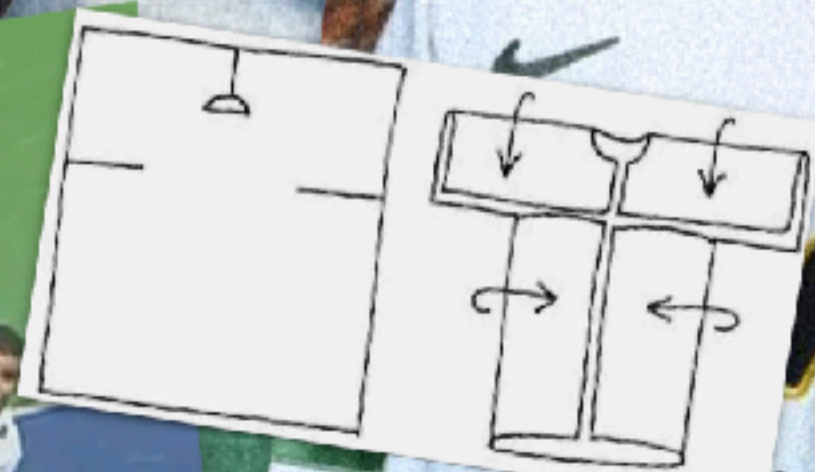
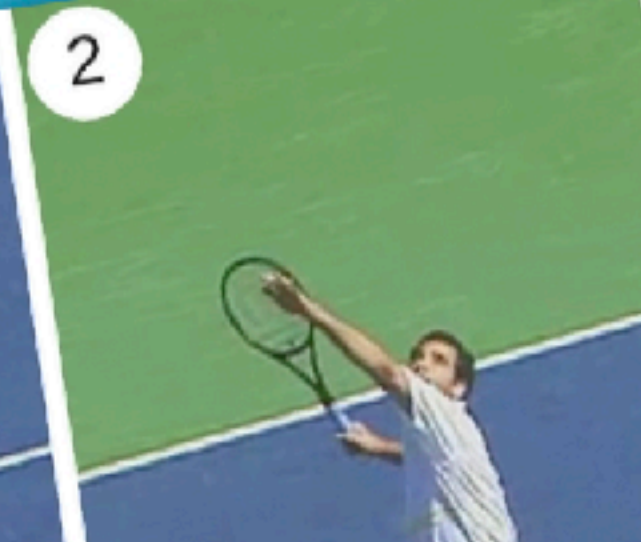
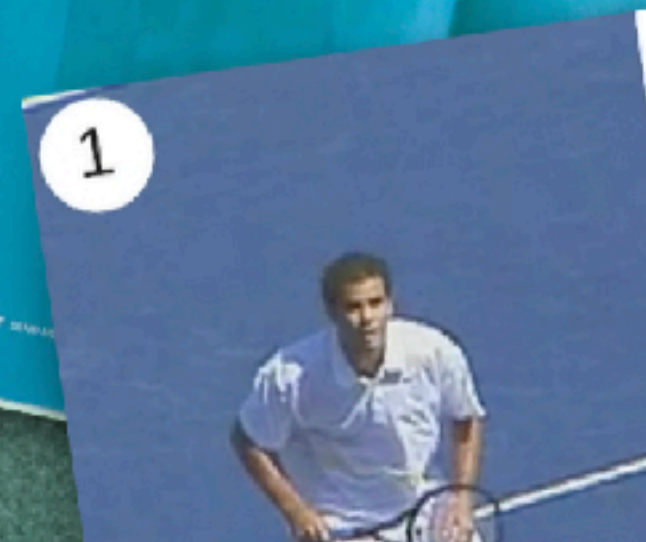
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Mood

Future Nostalgia
& Sustainability



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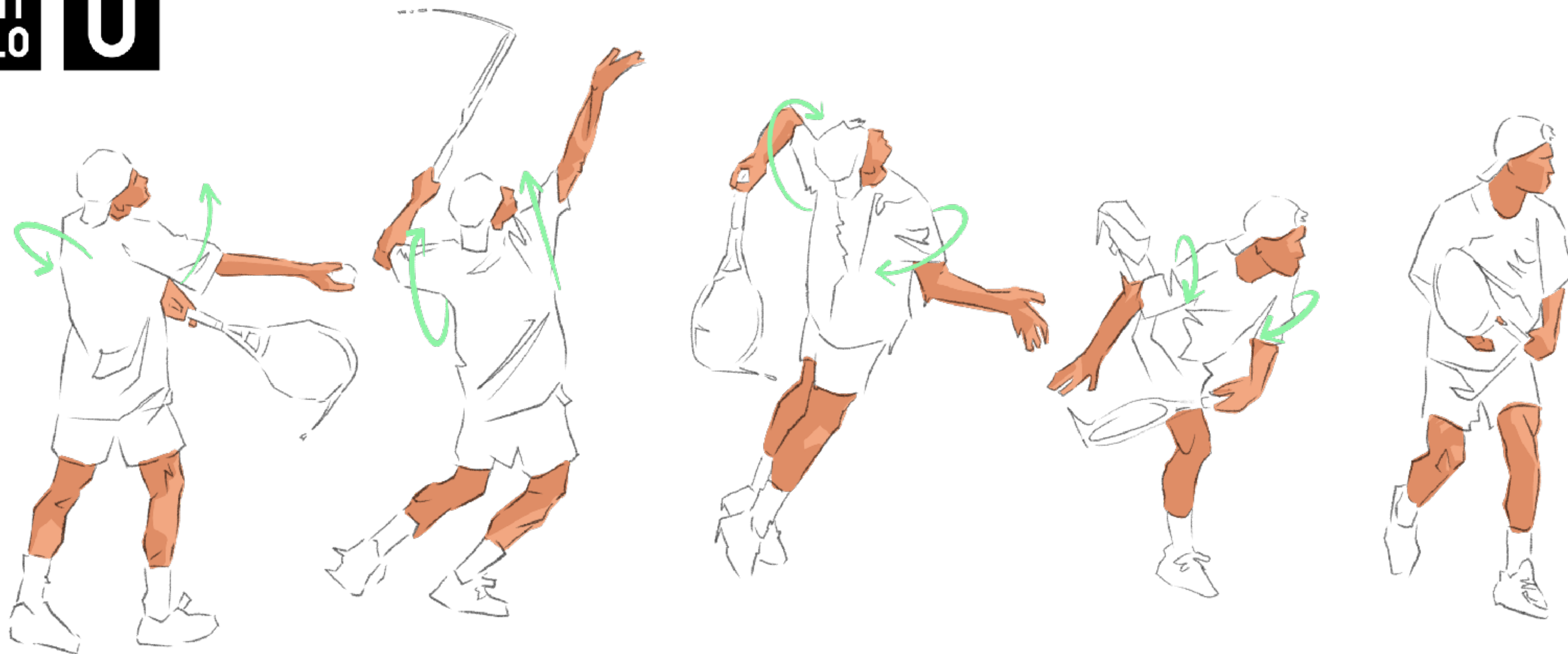
Material DRY-EX

- 80% Polyester (100% recycled) 20% Nylon
- Quick-drying
- Sweat-wicking
- Ultra-Stretch
- Cool touch
- Anti-bacterial Odor Control



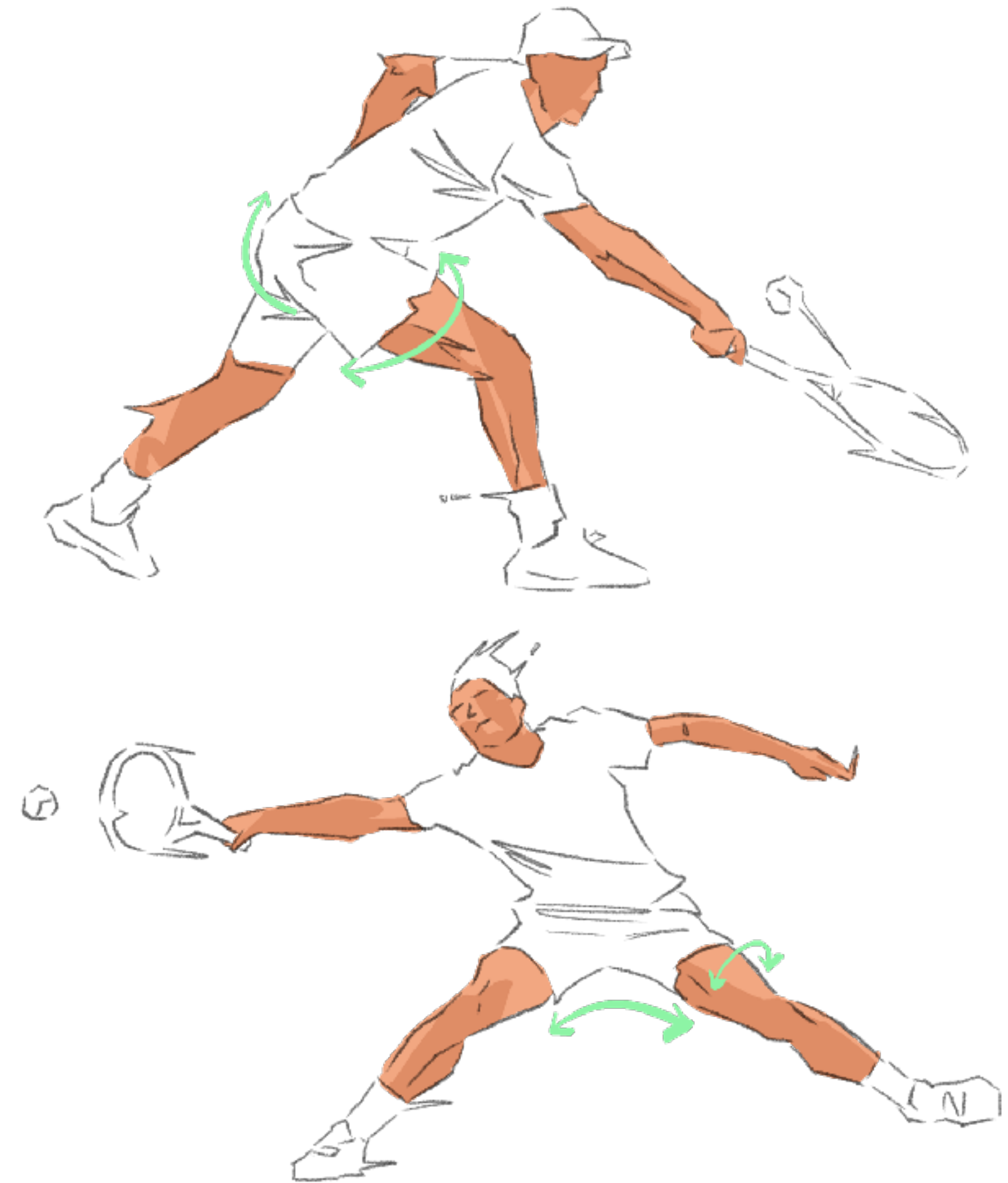
Colors

Bold colors like red, white, and blue were pulled back in intensity and compliment any wardrobe.



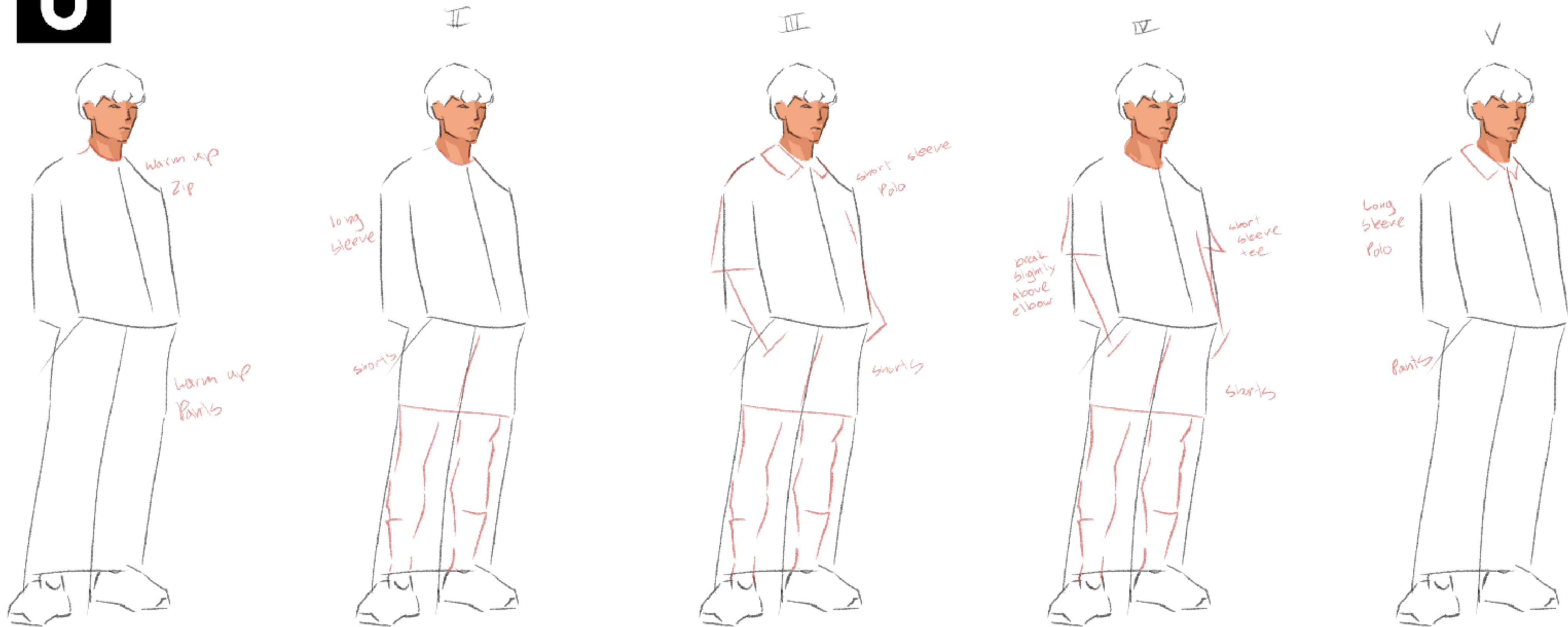
Rotation

I explored the movement of the upper body for tennis athletes and designed for an uninhibited range of motion.



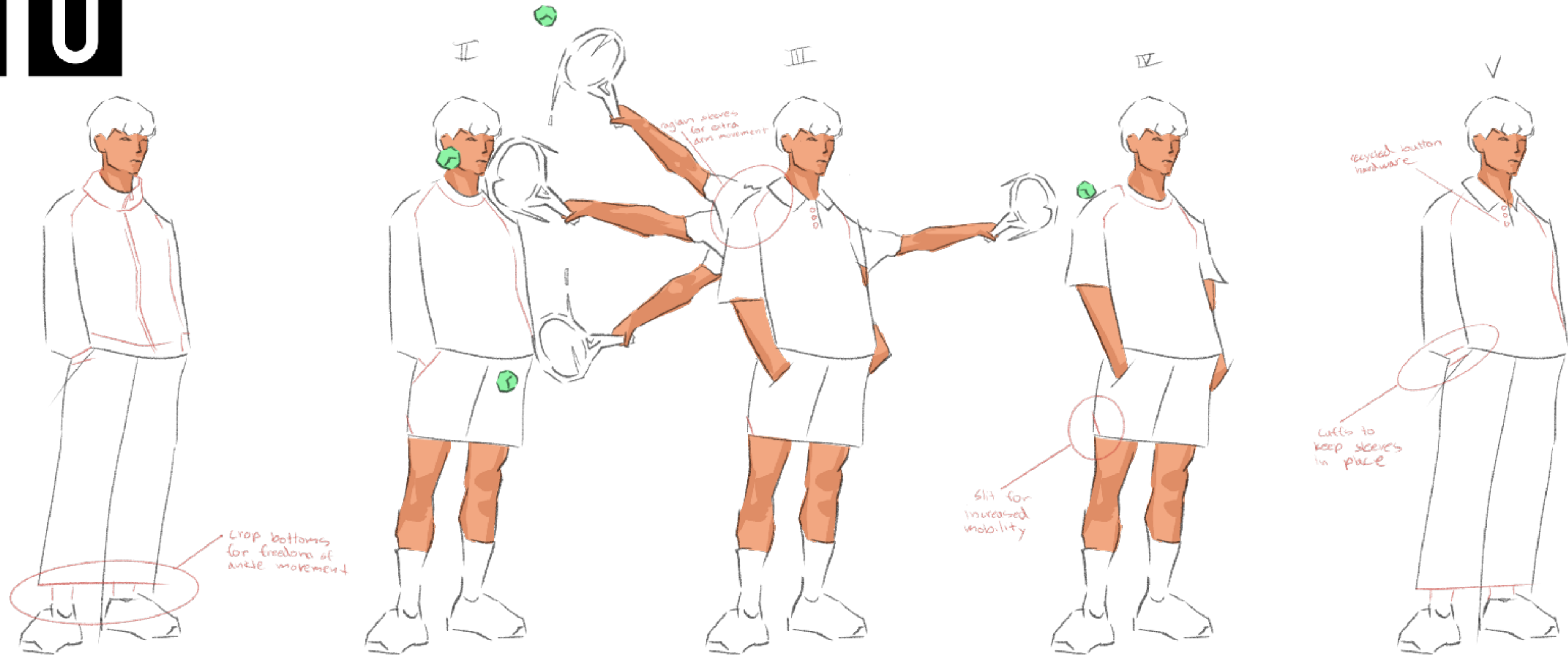
Footwork

For the lower body, multidirectional movement to cover the court needs to be unrestricted. Bottoms need to have a fitting waistband while allowing legs to move freely.



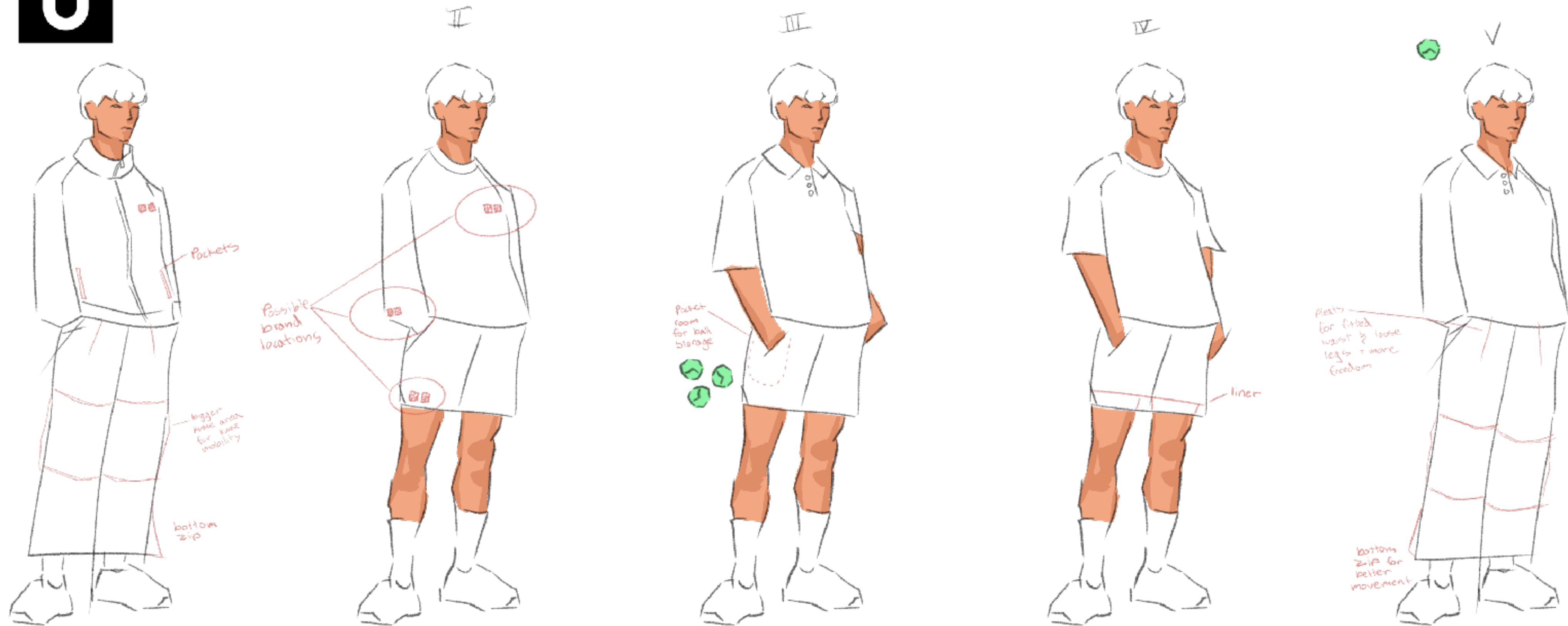
Basics

With a focus on a relaxed fit, I roughly blocked in the silhouette of my lineup.



Functionality

The first iteration of the silhouettes has mobility at the forefront. Raglan sleeves inspired by baseball allow for a full range of upper body motion. Leg slits allow for uninhibited movement in the lower body.



Details

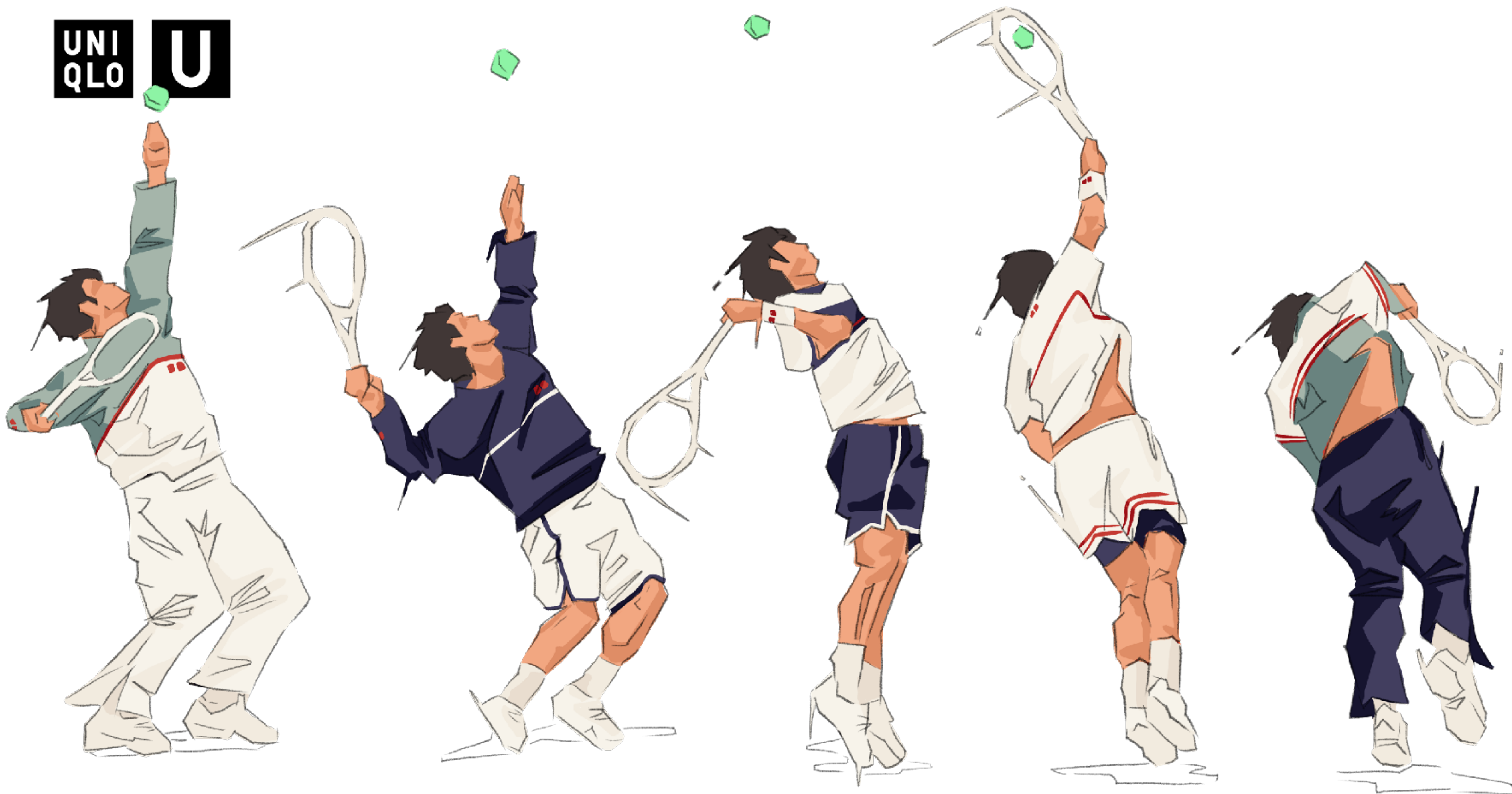
After eating, yoga, and taking a nap, I go back and add anything I may have overlooked. I added pockets to the jacket, added large pocket bags to the shorts, and cropped the pants.

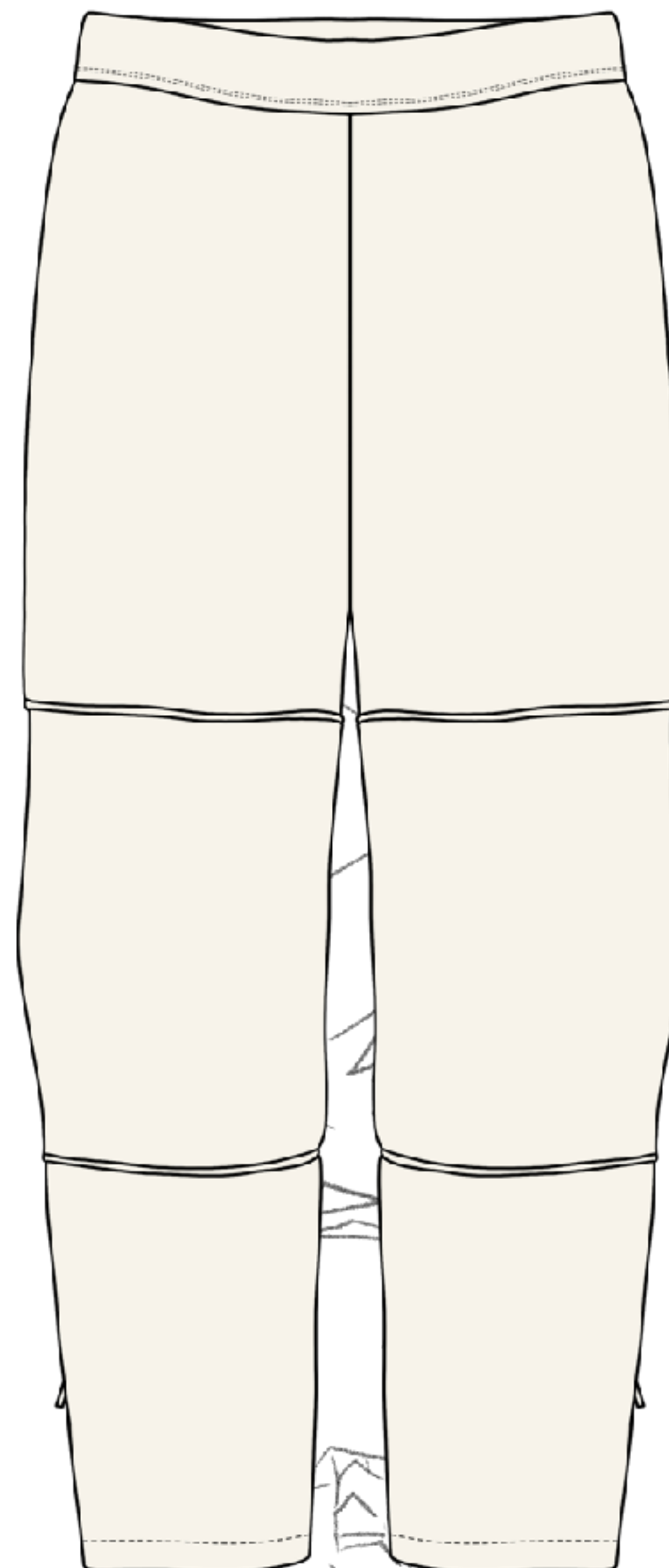


Styling

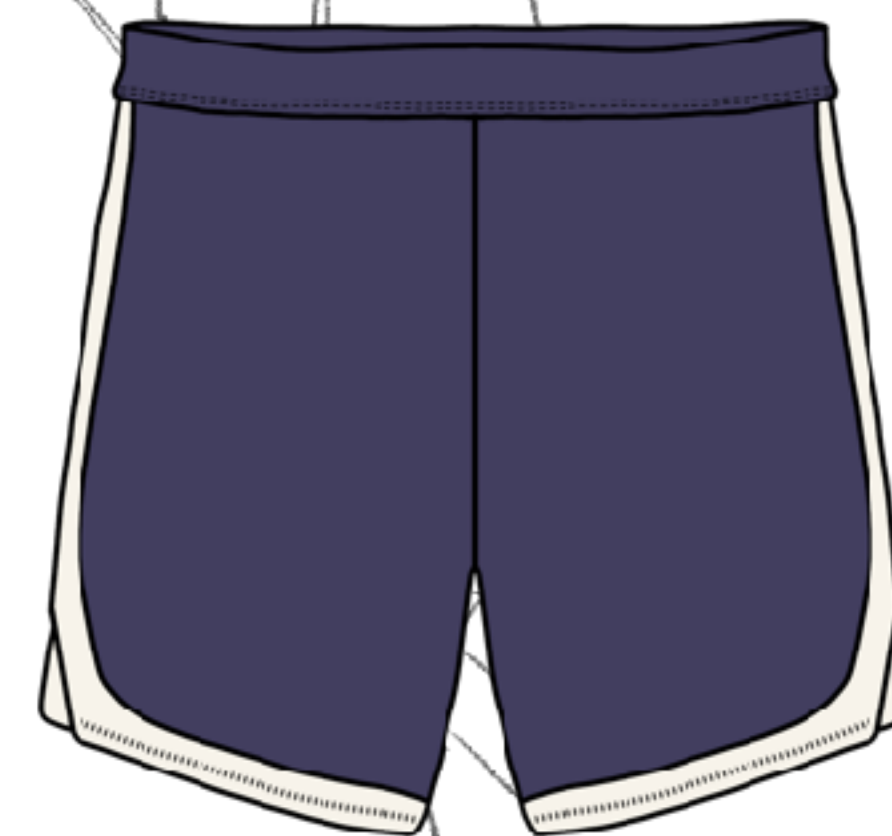
The shapes for this line are a blend between sport and lifestyle, I wanted to continue this in my color selection. The linework was made to resemble retro car pin striping to give it a classic timeless look.

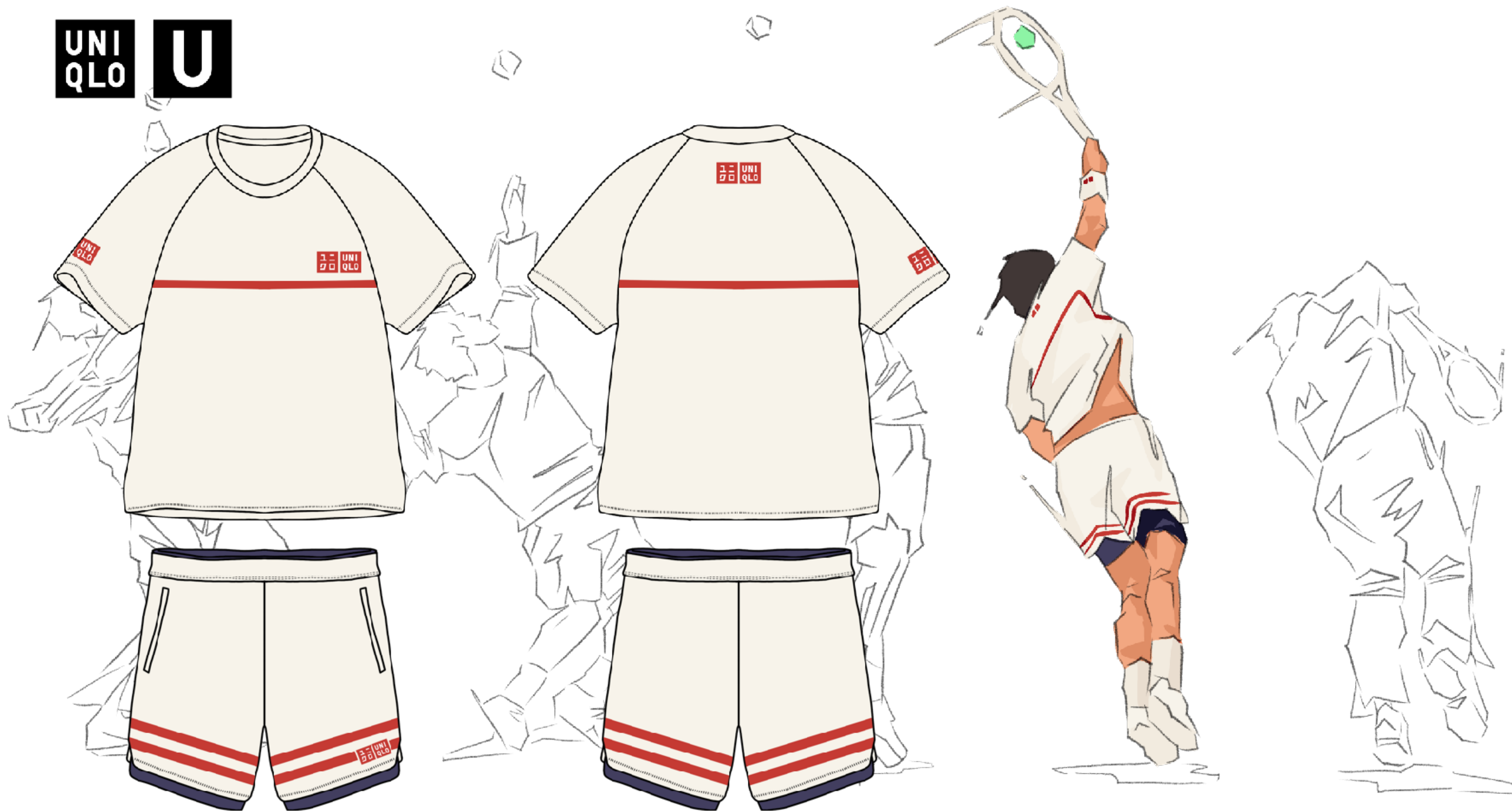
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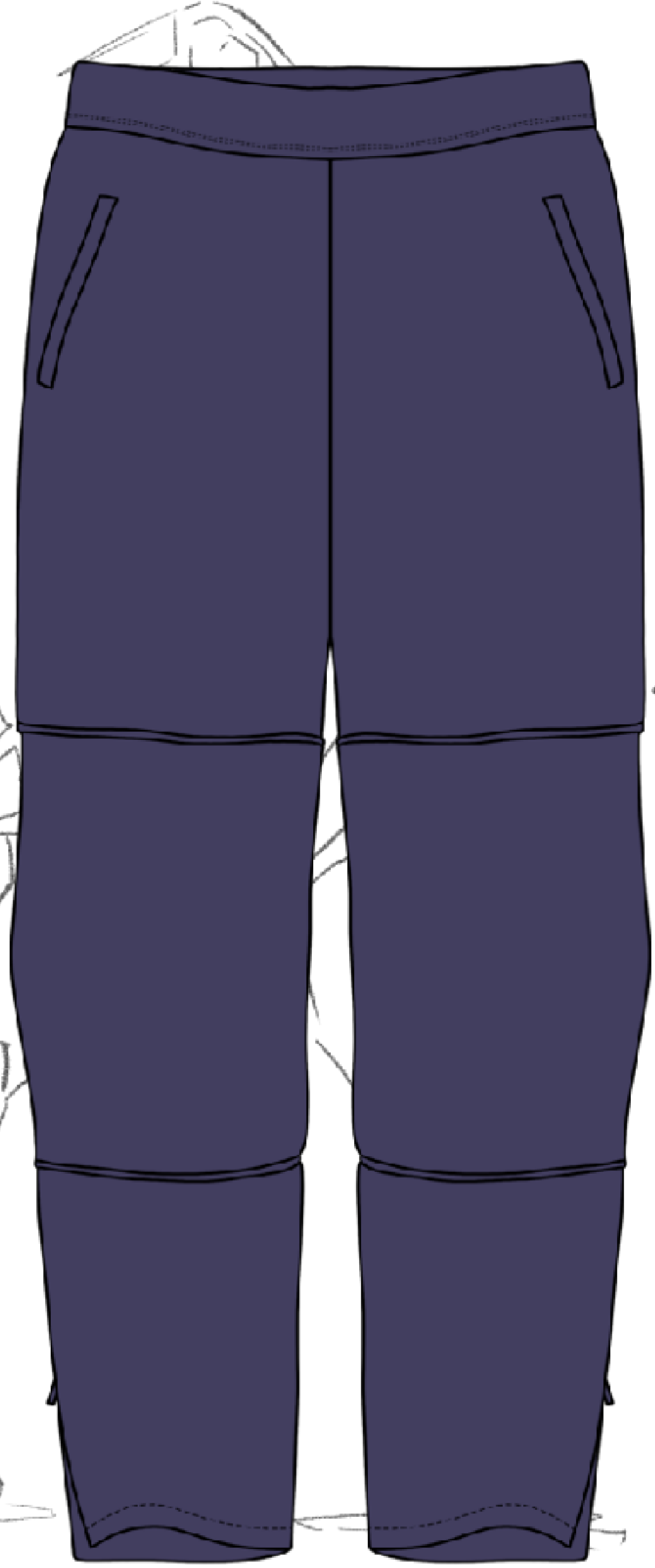
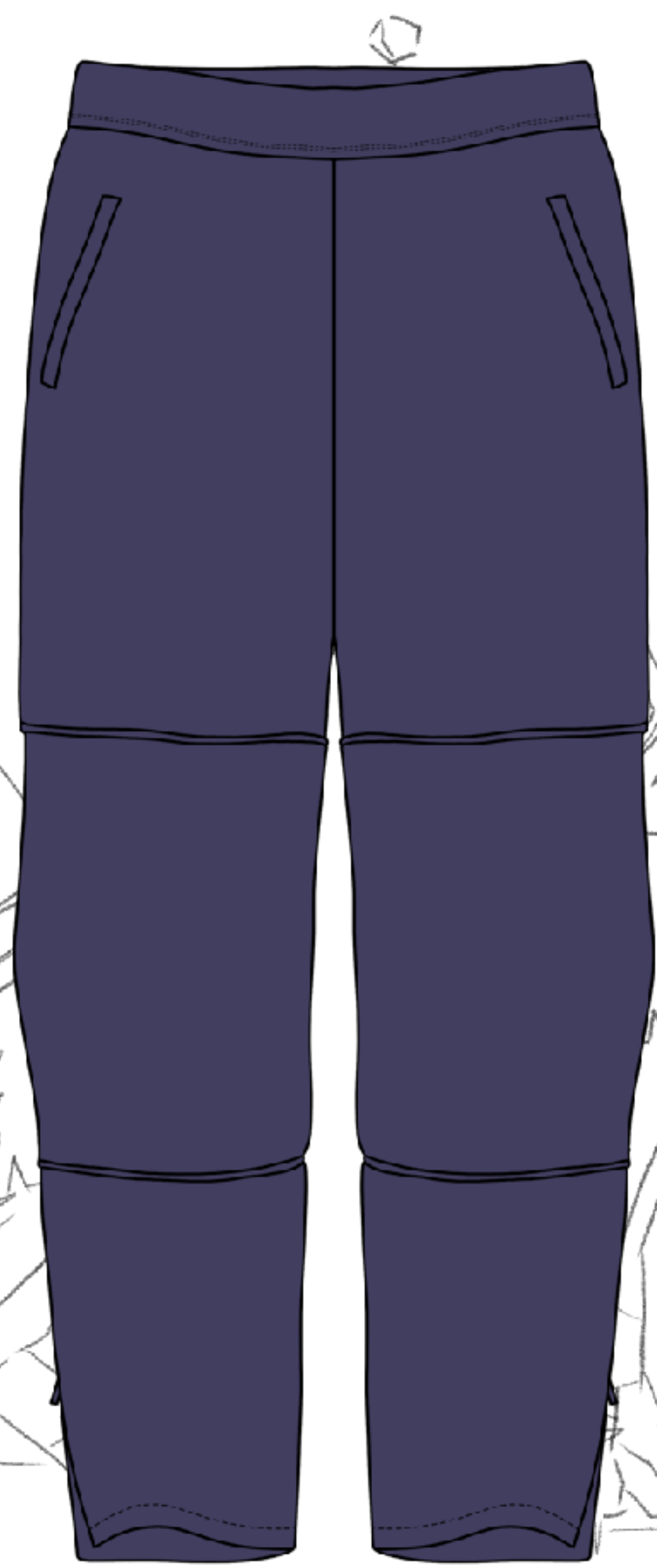
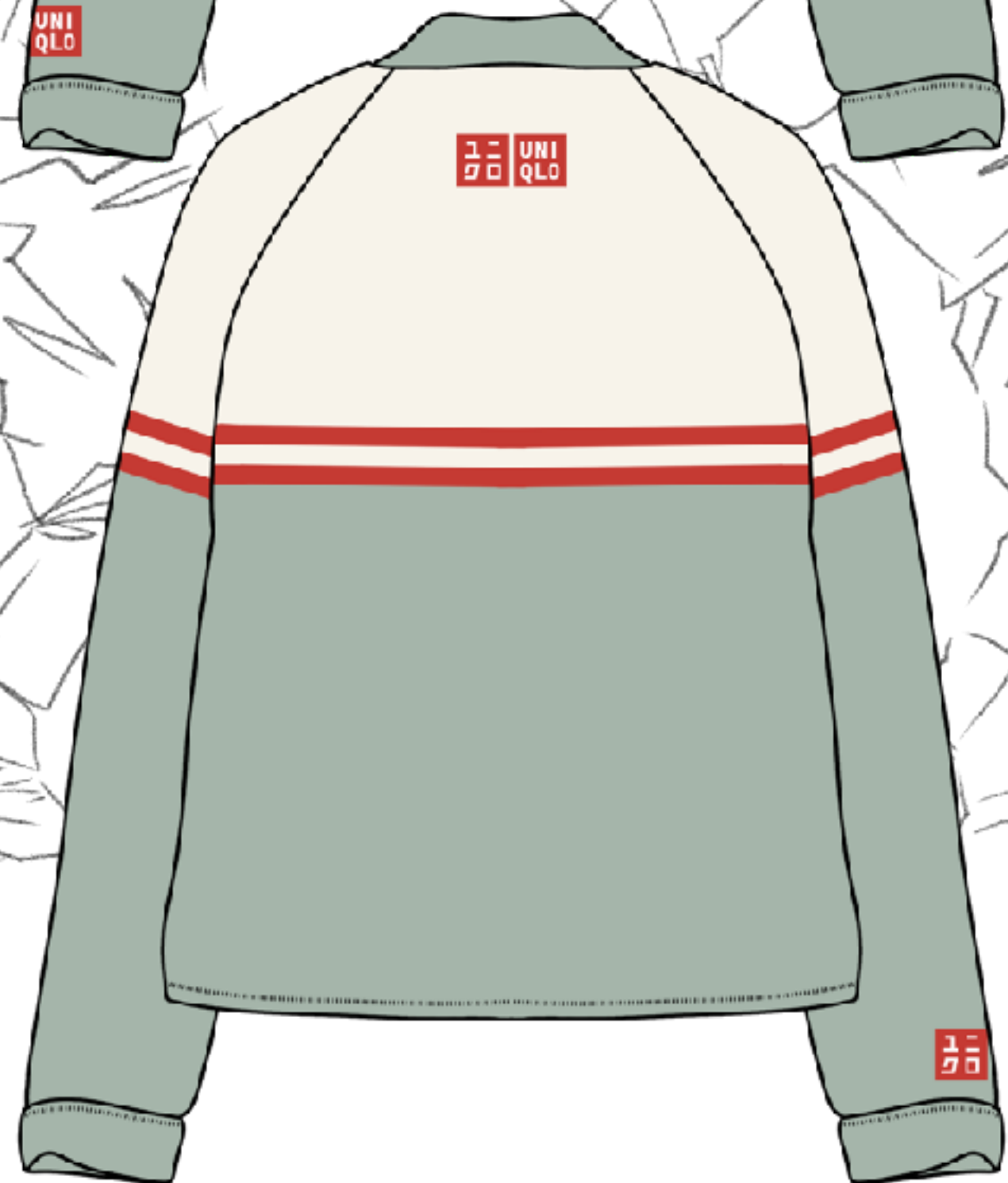






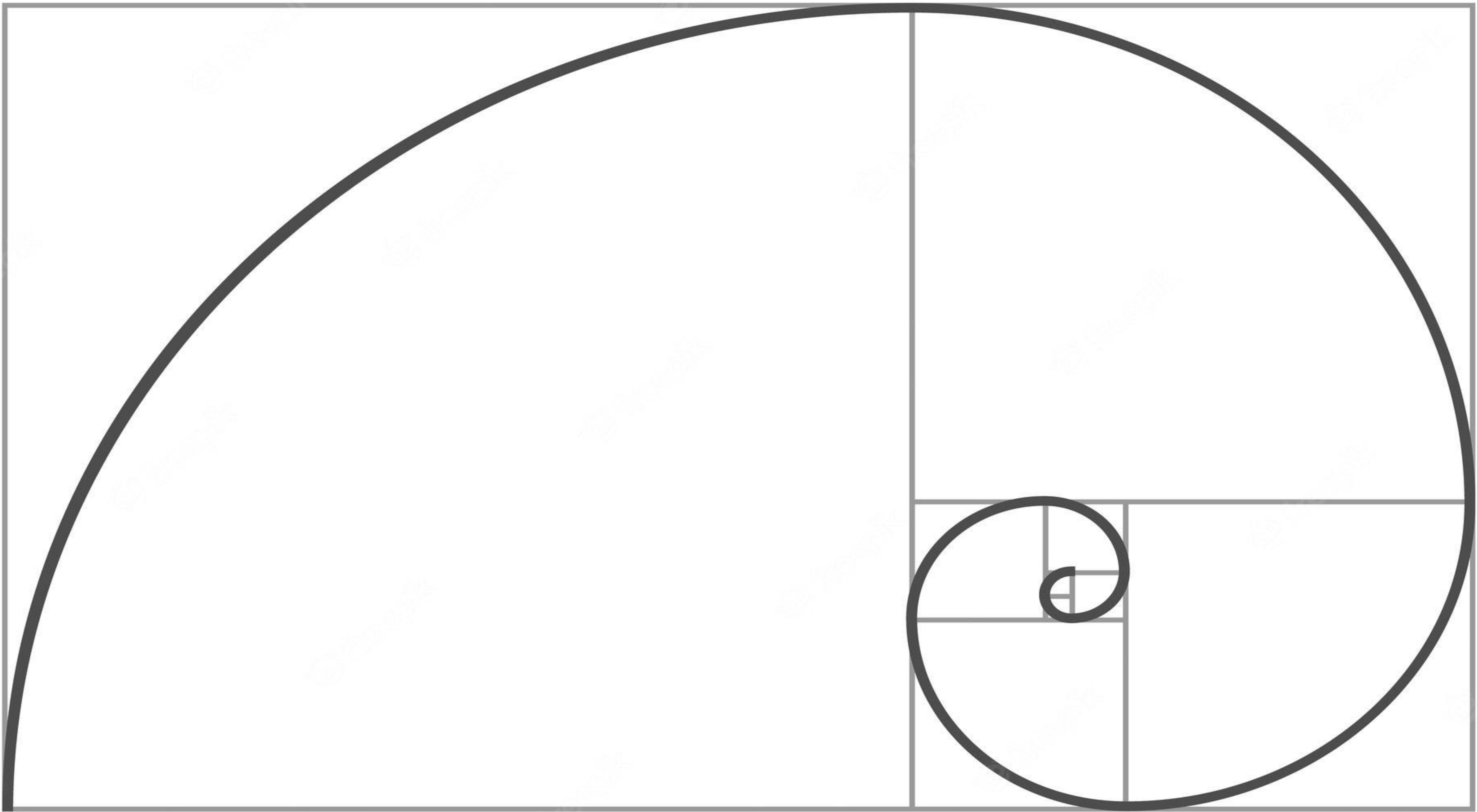
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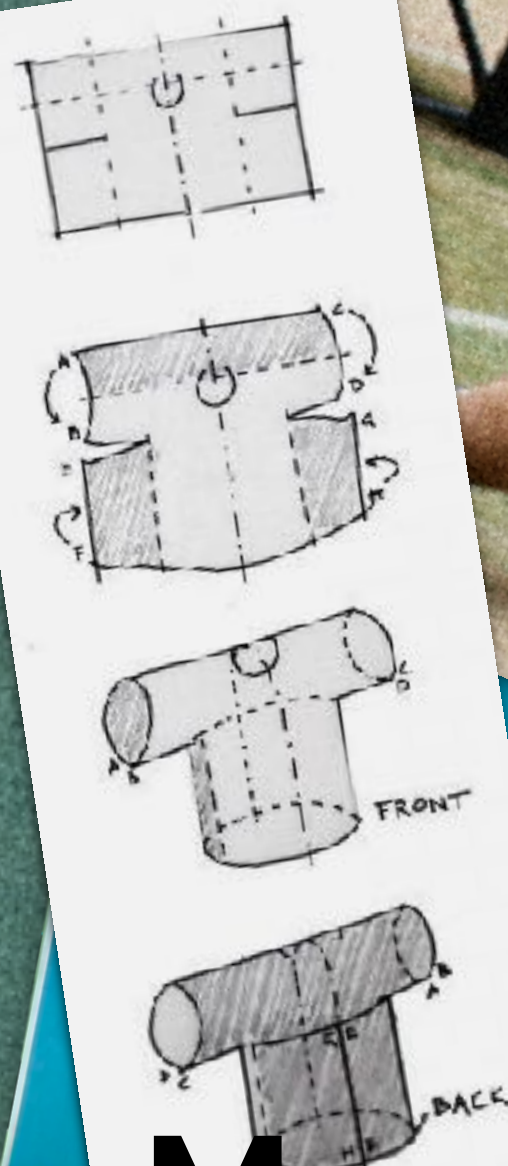


DESIGNS COURTESY OF ETHANLAY



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