Maje launches into activewear with Varley collaboration

By Mathilde Lemaire • October 13, 2021

Maje is launching into activewear. The premium French ready-to-wear label owned by the SMCP group is broadening its product range by introducing a capsule collection developed in collaboration with British activewear brand Varley.

Designed to be worn in the gym or in the city, the collection includes a variety of t-shirts, sweatshirts, jackets, leggings and accessories, all with a distinct 1980s vibe, at prices ranging from €20 to €295.

The collection combines Maje's design codes with Varley's expertise in high-tech materials, and is built around fitness-inspired items. For the occasion, Maje will introduce a new logo, weaving together the letters M and V.
fitness-inspired items. For the occasion, Maje will introduce a new logo, weaving together the letters M and V, a reference to the two brands' names.

The collection will be available from October 15 on Maje’s and Varley’s e-shops, and at a selection of Maje stores. Its goal is to strike a balance between fashion and lifestyle, featuring comfortable, fun high-tech items.

This activewear collection is Maje’s first foray into the sportswear category, a segment that is forecast to be worth nearly $547 billion in 2024, according to Allied Market Research.

In recent months, Maje has been expanding its product range, notably with sustainability in mind. In May, it launched a clothes rental service aimed at strengthening its commitment to sustainable fashion, which is part of the label’s ‘Dream Tomorrow’ CSR initiative.

Maje was founded in 1998, and in 2020 it generated a revenue of €336.8 million, operating 596 stores in 40 countries. With this project, Maje is keen to make its mark on this growth market, which will enable it to accelerate its growth while meeting widespread consumer demand.

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