ASOS launches first gaming apparel drop with Fnatic

By Nigel Taylor  -  July 20, 2022

It’s being billed as “a first-of-its-kind move for the fashion industry”. It sees global fashion retailer ASOS working with e-sports performance brand Fnatic to curate and launch a unisex collection of gaming apparel.
Available now, with prices ranging from £28 to £100, the inaugural drop comprises pro jerseys, jackets, joggers, and training tees, across Fnatic's Pro Wear, Summer, Autumn, and core lines.

Branded training kits “are ideal for marathon gaming sessions”, while Fnatic's official team jersey, featuring the ASOS sponsor logo, “channels winning team energy” the co-producers said.

“Super-soft tees and joggers will keep gaming pros comfy as they rival their favourite players. Low-key logo hoodies and sweatshirts are the perfect layering pieces to level up any look”, they added.

Vanessa Spence, Commercial Design and Visual Director at ASOS, said: "As e-sports continues to boom, we're seeing GenZ-ers increasingly express their style in both the physical and digital worlds. This is something we're excited to fuel through this partnership, bringing e-sports to life with a curation of apparel for both in and out of the gaming chair."

Sam Mathews, Fnatic founder, added: "Bridging the gap between fashion and gaming is something we've been exploring in depth over the last 12 months. This latest launch with ASOS shows the appetite from the fashion e-commerce sector to tap into our Fnatic gaming community, and we're confident this drop will be something both gamers and a wider audience can wear alongside their favourite traditional brands.”

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