

Game, Set, Style: The 2025 US Open Serves Grand Slam Fashion Moments

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The 2025 US Open isn't just heating up the courts with powerful serves and rallies—it's also becoming a runway of its own. As the tournament kicks off, tennis fans and fashion watchers alike are tuning in not just for the scores, but for the standout on-court style. Players are blending athletic precision with high-end aesthetics, proving that fashion in sport is no longer a side story—it's part of the main event.

This year, the US Open is delivering a fashion showcase that's as competitive as the matches themselves. With bold collaborations, custom couture, and personal touches, the tournament is setting the tone for what tenniswear—and sports fashion at large—can be.

Coco Gauff: Sporty Meets Street Style

Tennis sensation Coco Gauff is once again proving she's not only a powerhouse on the court but a style icon in the making. This year, she teased her much-hyped collaboration with Miu Miu and New Balance, set to launch on September 10. Her on-court outfit merged streetwear edge with performance-ready design, complete with retro tennis skirts, cropped silhouettes, and bold branding. It's a fashion moment that confirms Gauff's growing influence in both the sports and style spheres.

Venus Williams: Timeless Elegance with a Modern Twist

Veteran tennis legend Venus Williams brought couture to the court in a custom Khaite navy tennis dress. Designed specifically for the US Open, the piece exuded structured elegance and featured clean lines, architectural pleats, and subtle tailoring details. She paired it with Lacoste footwear, fusing performance technology with refined design. Venus once again showcased how experience, class, and a deep understanding of personal style can come together to create magic—even mid-match.

Jessica Pegula: Avant-Garde Minimalism

Jessica Pegula made a powerful statement with her bold yet minimalist look from Y-3, the high-fashion sportswear collaboration between Yohji Yamamoto and Adidas. Her tennis dress featured abstract autumn-inspired motifs in muted tones, proving that a simple palette can still create visual impact. The look, with its structured silhouette and high neckline, channeled quiet confidence—an aesthetic perfectly aligned with Pegula's grounded playing style.

Taylor Townsend: Personal Style, Personal Story

Taylor Townsend took the most sentimental route with her on-court fashion by wearing a piece from her self-designed label, TT. Her custom tennis set featured playful dinosaur motifs inspired by her young son, blending family pride with fierce competition. This deeply personal approach to fashion proves that athletes can use their style not just for aesthetics but as a means of storytelling and self-expression.

Why Fashion Matters at the US Open

The US Open has always allowed for more sartorial freedom than traditional tournaments like Wimbledon. This freedom has empowered athletes to explore their identities and push the boundaries of what sports fashion can be. Whether through designer collaborations, custom tailoring, or athlete-designed pieces, fashion is now an integral part of the athlete's persona.

What's especially refreshing about this year's tournament is the diversity of aesthetics on display. From high fashion and heritage brands to personal, emotional narratives sewn into fabric, the court is becoming a space where individuality is celebrated, and the lines between sportswear and style are continually blurred.

Tenniscore and the Rise of Lifestyle-Driven Sport Fashion

The growing popularity of "tenniscore"—a fashion movement rooted in tennis-inspired looks—has been amplified by these US Open moments. Crisp pleats, vintage polo cuts, and luxe headbands have found their way from the court to everyday wear, popularized by celebrities, influencers, and designers alike.

This year's US Open cements tennis's place in the cultural zeitgeist not just as a sport, but as a style movement. It's no longer enough to just play the part—you've got to look it too.

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