INDIA FASHION ICON MAGAZINE

August 2025 Style Alert: New Collabs, Pop-Ups & Statement Drops

Published on 29 Aug 2025 | By IFI Correspondent

Summer may be winding down, but fashion isn't. August 2025 has delivered a wave of standout launches—from capsule collaborations to interactive pop-ups—that are refashioning the late-summer wardrobe. Here are the must-know highlights turning the style dial up:

Khy x Grace Ling Capsule Collection

Khy, Kylie Jenner's eponymous label, has teamed up with designer Grace Ling to create a capsule that's equal parts cozy and couture. Think body-hugging silhouettes with edgy metal detailing—a perfect mix of comfort and street-glam. Key pieces? A pierced button-down, a dramatic maxi skirt, and a cropped top—all reworked with piercing-inspired hardware. Expect every item to elevate your basics game.

L'eggs x LaPointe Tights Collab

Who knew tights could make headlines? L'eggs and LaPointe certainly did, releasing a five-piece collection inspired by their shared design legacies. With bold pops of color and a fierce leopard print, these tights bring runway-ready flair to an often-overlooked accessory. Whether styled under skirts or accenting a capsule wardrobe, they add a playful twist to any autumn get-up.

Lacoste + Printemps NYC Pop-Up: Icons of Play

If you're in New York, this is your moment. Lacoste and Printemps have launched a playful pop-up titled *Icons of Play* at Printemps New York. A refreshing blend of sport-luxe and heritage design, the collaboration runs through early September, offering interactive installations and exclusive pieces that bridge brand history with modern energy.

Why These Launches Matter

- **Collaboration is king:** Capsule collections like Khy x Grace Ling affirm that unexpected partnerships can spark creativity and inject fresh energy.

- **Fashion that plays:** From tights with attitude to immersive pop-ups, these releases blur the line between product and experience.
- **Versatile investment pieces:** These aren't fleeting fads—they're innovative items with crossover playability, perfect for styling multiple seasons.

  August's fashion scene proves you don't need a full season reboot to stay stylish. From edgy tights to intimate collabs and immersive pop-up experiences, these launches show that late summer—and early fall—offers the perfect runway for standout style.

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.