

Vuori by Kaia: Kaia Gerber's Retro-Inspired Activewear Capsule Drops Now

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A Nostalgic & Functional Activewear Drop

Model and actress **Kaia Gerber** has teamed up with California-based athleisure brand **Vuori** for a fall 2025 capsule collection, *Vuori by Kaia*, now available to shop. Drawing inspiration from the relaxed yet stylish energy of the '90s and early 2000s, this minimalist line combines vintage athletic nostalgia with modern-day performance needs. The collection is a capsule version that fits seamlessly into daily routines—whether you're headed to a workout or grabbing brunch.

Designed for Movement and Style

Gerber explains that the collection reflects “how I move through the day, what I reach for first thing in the morning, and what I feel most myself in.” She channeled iconic “model off-duty” moments—think Gisele Bündchen and Kate Moss confidently rocking low-rise yoga pants and tiny tanks—while ensuring every piece is functional. Crafted in Vuori's signature **BlissBlend fabric**, the line is soft, supportive, and built for motion.

Key Pieces That Stand Out

This six-piece wardrobe essential features:

- Seamless **cami tops** and **halter tanks**—perfect first-layers for workouts or casual wear
- **Low-rise leggings, foldover pants, slim flares, and micro shorts**—each offering retro flair and flexible style

Available in black, white, and a vintage-tinged blue shade aptly named **Blue Coast**, the palette resonates with nostalgic undertones while staying grounded in modern minimalism. Gerber tested each item with her personal trainer, ensuring that performance meets everyday comfort.

Why This Launch Resonates Now

- **Fashion heritage meets modern comfort:** These pieces tap into iconic early-2000s casualwear trends while delivering contemporary function.
 - **Studio-to-street versatility:** From Pilates to errands, the collection is designed to be as stylish as it is practical.
 - **Runway relevance:** The minimalist silhouettes and thoughtful fabric choices align with the growing trend of elevated casualwear and fashion-forward loungewear.
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Vuori by Kaia is more than another capsule collection—it's a functional ode to a nostalgic aesthetic that remains relevant today. With sleek design, thoughtful materials, and versatile styling, the collection proves that fashion and comfort can coexist beautifully.

Let me know if you'd like me to create a **visual styling mood board** to showcase the collection or draft lifestyle copy for a shopping feature!

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