

Bershka Revamps Y2K Streetwear in Bold Ecco Unltd. Collab

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Fast-fashion powerhouse **Bershka**, part of the Inditex family, has tapped into the enduring allure of early 2000s street culture through a new collaboration with **Ecco Unltd.**. The resulting capsule collection not only revives classic hip-hop, graffiti, and skate-inspired aesthetic but also imbues it with contemporary edge and functionality.

Reimagining a Generation's Wardrobe

This bold fusion sees Ecco Unltd.'s iconic rhino logo—already a symbol of urban authenticity—recast across modern silhouettes. Expect varsity-style jackets in faux leather, double-sleeve T-shirts, corduroy overshirts, and denim jackets—all enriched with eye-catching graphics. Reflecting a refined sporty sensibility, the collection blends cotton, technical fabrics, and knitwear for versatility and comfort.

Color plays a major role in the design story: rich tones of red, gray, white, and navy blue dominate, ensuring a visually striking yet cohesive look across pieces.

Affordable Fashion with Attitude

Being streetwear rooted in nostalgia doesn't make it expensive. The collection offers accessible pricing—with short-sleeve tees starting at **€19.99** and corduroy overshirts at **€49.99**. Other notable additions include camo-print pants, hoodies, sneakers, and caps—all adorned with the revamped rhino logo.

Extending Bershka's Youth-Centric Vision

Bershka's latest venture underscores its growing strategy of designing meaningful collaborations for a young, street-savvy audience. Recent initiatives include a capsule with Argentine musicians **Ca7riel & Paco Amoroso**, its new footwear sub-label **Out of Core** in partnership with Italy's Ral7000 Studio, and athleisure releases focused on blending comfort with style.

According to the brand's European leadership, the collection also marks a milestone—it's featured in Bershka's first augmented reality (AR) store launch, signaling a merging of streetwear culture with digital retail experiences.

A Look at the Brand's Reach

Founded in 1998, Bershka ended fiscal 2024 with approximately **854 stores** and an online presence spanning around **220 markets**. The brand achieved **€2.93 billion** in revenue that year, growing **11.8%** over the previous period. Within Inditex's portfolio—alongside Zara, Pull&Bear, Stradivarius, and others—Bershka continues to strengthen its position as a trend-sensitive fashion destination.

What Makes This Collaboration Stand Out

Feature	Details
Nostalgic Roots	Channels 2000s iconography through modern design lenses
Graphic Power	Bold logo work and expressive hues anchor the collection's identity
Affordable Edge	Pricing designed to be youth-friendly, delivering value with flair
Trend Synergy	Fuses traditional streetwear with digital interactivity (AR store tie-in)
Strategic Expansion	Bolsters Bershka's collaborative and tech-driven fashion agenda

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