

## Knix Taps Nicole Scherzinger for Activewear Campaign

Published on 18 Sep 2025 | By IFI Correspondent



Knix has announced Grammy-nominated and Tony Award winner Nicole Scherzinger as face of its new activewear campaign. [FashionNetwork](#) Meanwhile, the “Better Than Ever” line debuts Knix’s latest active collection.

### Collection Highlights

The collection includes Knix’s signature HiTouch leggings, strappy bras, and tops. Also, it introduces studio bomber jackets, joggers, and hoodies made with brand new CloudCut fabric. Moreover, mesh detailing and cutouts add breathability and visual interest. Transition styles allow items to move from workout sessions to streetwear. Sizes range from XS to 4XL, showing commitment to inclusivity.

### Vision Behind the Drop

According to Joanna Griffiths, founder and president of Knix, this collection meets women “exactly where they are.” She stated that every piece is built for comfort, performance, and versatility. Furthermore, she called Nicole’s energy a perfect reflection of what the campaign aims for — strength and dynamism.

### Scherzinger’s Take

Nicole Scherzinger shared that working with Knix feels “especially aligned.” [FashionNetwork](#) She said she feels stronger “physically, mentally, or spiritually”—and knows she’s just getting started. Also, she called parts of the collection the best product she has ever tried.

### Brand Milestones & Retail Expansion

Knix first entered activewear in 2018 with the Catalyst Sports Bra. Later, in 2021, Knix broadened its range through a collaboration with model Ashley Graham. The campaign follows Knix’s opening of its first store in SoHo, New York City. The brand plans more brick-and-mortar retail locations across North America through 2026.

Because activewear blends into daily life, Knix’s designs offer dual use. Also, the broad size range emphasizes representation for diverse body types. Moreover, featuring a public figure like Scherzinger underscores the importance of authenticity and empowerment. The CloudCut fabric likely responds to rising consumer demands for comfort plus performance.

**For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)**