

KNWLS x Nike: A Fusion of Femininity and Athleticism at Milan Fashion Week

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Milan, Sept. 24, 2025 — British label **KNWLS** made its **Milan Fashion Week debut** with a headline-making partnership: a **capsule collection with Nike**, described by the brand as its *“most significant project to date.”*

The collaboration merges **KNWLS’ self-possessed femininity** with **Nike’s athletic DNA**, reworking signature pieces from both houses into something entirely new.

Corsetry Meets Sportswear

Corsetry, a defining trait of KNWLS, reappears with a performance-driven twist. A **corseted jacket** is rendered in **lightweight, weatherproof fabric with reflective threading**, while the cult **Razr bag** is reimagined in **rugged nylon and leather** with a **rubber outsole base** inspired by Nike’s iconic waffle sole.

Nike’s classics are also reinterpreted. The **Air Max Muse** now features a **corset-style fastening**, echoing KNWLS’ signature **point-toe Raptor boot silhouette**.

Material Innovation & Lifestyle Vision

In addition to Nike, KNWLS collaborated with **Tencel**, integrating the cellulose fibre into **jersey button-down dresses and ruched leggings**, combining sustainability with sensual draping.

The SS26 collection was designed to embody a **“gym-to-club” ethos** — pieces that adapt seamlessly to an evolving, hybrid lifestyle where functionality meets fashion-forward style.

Growth on the Global Stage

Founded in 2017 by **Charlotte Knowles**, the London-based brand has previously shown in New York and London. Its **Milan debut signals a step towards greater global recognition and commercial reach**, placing KNWLS among the new guard of fashion innovators.

With corsetry, craft, and collaboration at its core, **KNWLS x Nike sets the tone for a future where boundaries between sportswear and luxury blur effortlessly.**

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