

KNWLS & Nike Launch Campaign Celebrating “Unapologetically Strong Women”

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KNWLS and **Nike** recently revealed a joint campaign tied to their new product collaboration. The campaign made its debut globally on the same day the collection went live.

They describe it as “a bold campaign celebrating unapologetically strong women.”

Here’s a deeper look at the campaign and what it signals for both brands.

The Collaboration Unveiled in Milan

The KNWLS x Nike collaboration was first shown during **Milan Fashion Week**. It marks KNWLS’s first appearance on the Milan runway.

The product line fuses KNWLS’s signature aesthetic with Nike’s athletic heritage. It embraces the body and projects a futuristic energy. KNWLS called this season “no ordinary season.” They said this moment will be remembered as “a defining moment in its arc.”

Faces of the Campaign

The campaign features a diverse group of talents representing strength, confidence, and self-possession.

The stars include:

- **Imani Lansiquot** — Nike athlete and Olympian
- **Soo Joo Park** — Supermodel
- **Nirka Evgenia** — Contortionist & dancer
- **VTSS** — DJ / producer
- **Crystallmess** — DJ / multidisciplinary artist

Each ambassador aims to embody the “KNWLS Nike heroine,” a term used in the release to describe a figure of strength, sensuality, and self-possession. The mix is intentionally varied — athletes, models, performers — to reflect multiple forms of power.

Campaign Message & Visual Tone

The campaign leans into bold, unapologetic imagery. It celebrates women who stand firmly in their bodies. The narrative isn't about soft glam or subtlety — it's about power, presence, and visibility.

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