

Ecko Unltd Names NBA Star Jalen “J-Dub” As Face of FW25

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Streetwear is getting a bold new face. For Fall/Winter 2025, **Ecko Unltd** has selected **Jalen “J-Dub” Williams**, the rising NBA star, as the centerpiece of its campaign.

The collaboration blends nostalgia, athletic energy, and personal authenticity. Let’s explore how this union came to be — and what it means for both brand and athlete.

Why Jalen “J-Dub” Williams?

At just 23, Williams has already made waves. He earned a 2025 **NBA All-Star** nod and helped lead his team to the NBA Finals appearance.

He is also known off the court for his style and confidence. His fashion choices signal personality, not trend-chasing. That aligns well with Ecko’s ethos of authenticity and rooted street culture.

In fact, Williams has shared that he grew up seeing Ecko’s ads and icons, which made a lasting impression.

The FW25 Campaign: Nostalgia Meets Modernity

The campaign visuals revisit Ecko’s early advertising roots, but through a contemporary lens. A docu-style short film, shot in **New York City** (where Ecko was founded), forms a core part of the storytelling.

Williams is featured not only in posed photography, but in candid moments — walking city streets, in studio spaces, and interacting with the urban backdrop. The intent: merge the raw with the refined.

Color palettes, styling, and set design reference vintage Ecko motifs — graffiti, bold prints, blocky silhouettes — while incorporating modern athletic fabrics and cuts.

Ecko plans to extend the campaign into **Spring 2026** by releasing a **capsule collection co-designed** with Williams.

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