

Palace & Nike Drop P90 Collection, Merging Football and Skate Culture

Published on 30 Oct 2025 | By IFI Correspondent



Streetwear icon Palace and sportswear heavyweight Nike are set to drop a collaborative collection called **P90**, marking a bold homage to football and skateboarding. The release revisits Nike's iconic Total90 franchise, this time filtered through Palace's urban lens.

In essence, the partnership aims to sit at the intersection of sportswear and streetwear — appealing both to fans of the pitch and the pavement.

What the collection offers

The P90 collection features a range of pieces including tracksuits, shirts, trainers, hoodies, joggers, sweatshirts, shorts and T-shirts. Key design elements:

- The “P90” logo, which echoes the Total90 heritage.
- Palette choices: white, grey and neon green.
- A merging of Palace's Tri-Ferg logo and the Nike Swoosh in reworked form.
- The campaign combining footballers, skateboarders and creatives — further strengthening the crossover.

Voices behind the collab

Gareth Skewis, co-founder of Palace, said: *“Nike has always been a brand we've admired, and this collaboration came about naturally. There are genuine synergies between our skate world and Nike's.”*

Lev Tanju, Promotion, ambassadors & culture-angles

To promote the P90 collection, Nike and Palace have enlisted a mix of football and skate talent:

- Football legends like Wayne Rooney (who says he “was there when the T90 was born... it was my favourite boot as a player, so to be part of its evolution into P90 is a real source of pride”)
- Rising football stars such as Leah Williamson and Reece James.
- Skateboarding riders like Guy Mariano, Lucien Clarke and others.
- A campaign film directed by Alasdair McLellan, set at “Manor Place” — a collaborative space created by Palace and Nike, featuring a skatepark, an indoor football pitch and an exhibition space open to the public.

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