

XYXX Launches CREW Athleisure Line for India's Next-Gen Men

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Indian men's lifestyle and innerwear brand **XYXX** has expanded its product portfolio with the launch of **CREW**, a contemporary athleisure line designed for India's younger, style-driven consumer. The move marks a significant step in the brand's evolution from innerwear and loungewear into everyday menswear essentials.

Athleisure Meets Varsity Vibes

The debut collection under the CREW line — titled **The Varsity Collection** — draws inspiration from classic campus culture. It features **oversized hoodies with bold collegiate graphics, structured quarter-zip tops, rugby polos, and relaxed joggers and track pants** that tap into the growing demand for comfortable yet fashionable athleisure.

Each piece is crafted from **330 GSM French Terry cotton**, offering a soft brushed interior that combines **comfort, durability, and warmth** suitable for all-day wear.

Brand Vision: Comfort, Culture & Creativity

Commenting on the new line, **Yogesh Kabra**, Founder of XYXX, said the CREW lineup was built around the idea of a modern athleisure aesthetic rooted in **community, comfort, culture, and great design**. Kabra emphasized that today's young Indian consumers want clothing that transitions effortlessly between **college, work, socialising and play** — and the CREW collection delivers on that versatility.

The collection also includes **crewneck sweatshirts, sweat shorts, varsity socks, and caps**, completing a comprehensive range of essentials intended to define a new "athleisure code" for men.

Design-First Approach for Youthful Appeal

According to **Harshad Panchal**, Lead Designer at XYXX, the focus of the CREW line was to reinterpret athleisure through a **design-first lens**. This involved balancing comfort with contemporary silhouettes and expressive graphics to create pieces that feel globally inspired yet unmistakably resonant with young Indian style sensibilities.

Brand Growth & Market Presence

XYXX has grown steadily as a homegrown men's lifestyle brand known for **premium innerwear, loungewear and now athleisure**. With more than **22,000 retail touchpoints across India**, a presence in modern trade outlets like **Shoppers Stop**, multiple exclusive brand outlets, and strong performance across e-commerce platforms such as Amazon, Flipkart, Myntra and Ajo, the brand is positioning itself as a comprehensive lifestyle label.

The CREW collection is now available online at **xyxxcrew.com**, with prices starting around **₹999**.

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