

Campus Activewear Launches Trendy Athleisure Apparel for Youth

Published on 20 Jan 2026 | By IFI Correspondent



Campus Activewear, one of India's leading sports and athleisure footwear brands, has announced its strategic entry into the **athleisure apparel category**, marking a major evolution in its brand portfolio. This expansion allows the company to move beyond footwear and offer trendy, functional clothing designed for casual, travel, and lifestyle use.

Expanding the Activewear Universe

The new athleisure apparel line includes **polo T-shirts, round-neck T-shirts, jackets, jogger pants, and caps** for both men and women. Priced between **₹599 and ₹1,899**, the collection is aimed at a broad customer base seeking comfort and versatility for everyday wear—from workouts to travel to casual settings.

Built with **comfort, mobility, and functionality at its core**, the apparel features stretch fabrics and performance-focused elements such as **anti-odour and anti-microbial properties** that help keep wearers fresh throughout the day.

Anchored in Movement and Self-Expression

The expansion into apparel represents a natural evolution of Campus's brand philosophy—**"Move Your Way"**—extending its focus on movement and self-expression from footwear into clothing. According to **Nikhil Aggarwal**, Whole Time Director & CEO of Campus Activewear, the decision to enter the apparel market supports the brand's objective to **expand its addressable market and deliver products that resonate with modern consumer lifestyles**.

"This move not only expands our portfolio but also underscores our commitment to meeting the evolving needs of today's youth," Aggarwal stated, highlighting the importance of versatile, lifestyle-oriented products that fit seamlessly into everyday routines.

Available Across Channels

The athleisure apparel range is now available at **Campus Exclusive Brand Outlets, the brand's direct-to-consumer website**, and leading **e-commerce platforms** including **Amazon and Myntra**, ensuring widespread accessibility for consumers across India.

Reinforcing Lifestyle Leadership

Campus Activewear's move into the apparel segment reflects a growing trend among lifestyle brands to expand beyond traditional product categories and offer **holistic lifestyle solutions** that blend performance, comfort, and everyday fashion. With this launch, the brand is well positioned to capture a larger share of the athleisure market and strengthen its connection with young, trend-aware consumers.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.