

PLEIN SPORT



Plein Sport to Debut With Roving Pop-up, NFTs, Sneaker Focus

The brand is hitting retail in August with a truck pop-up traveling Europe for one year.



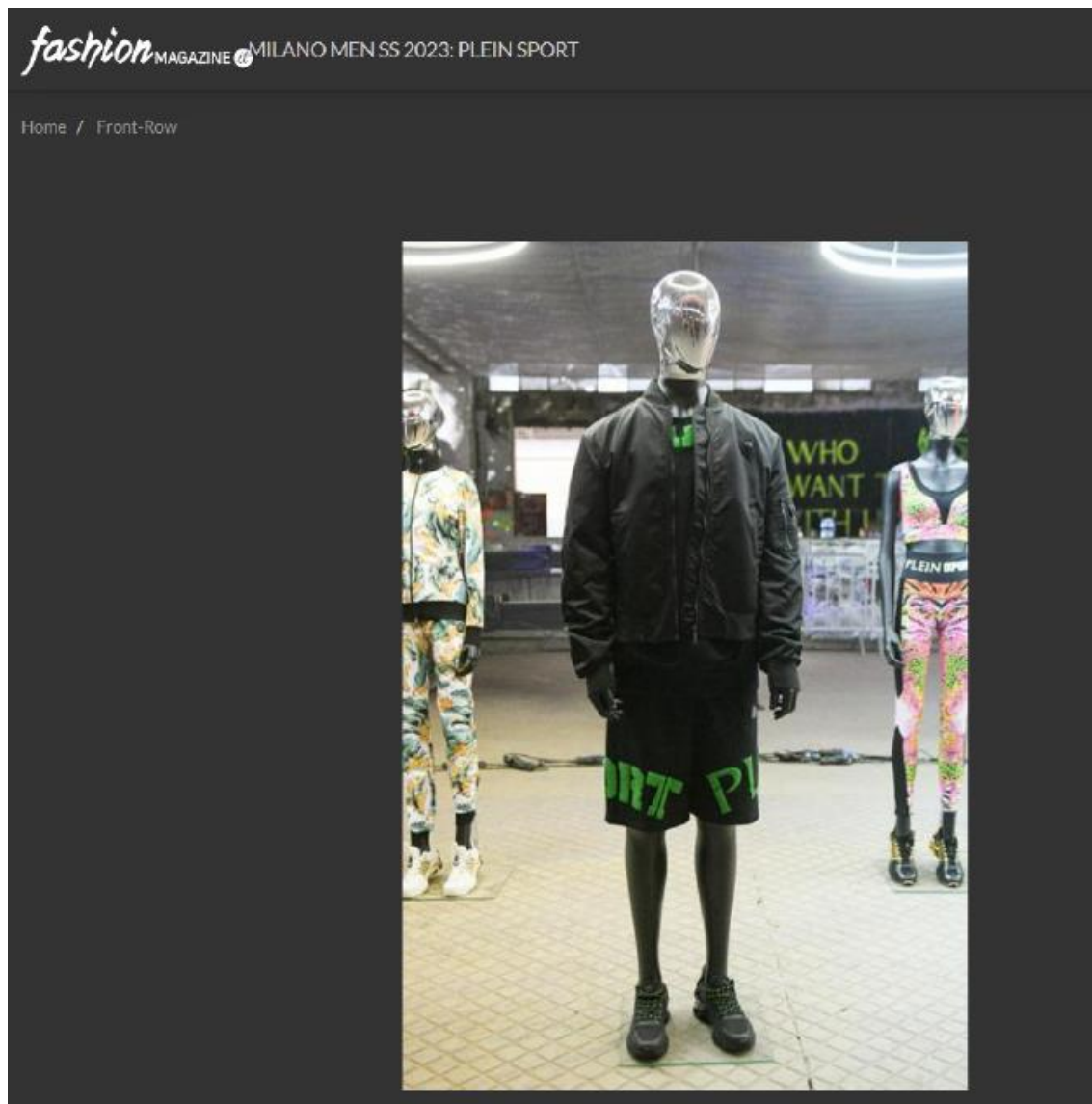
<https://wwd.com/fashion-news/designer-luxury/plein-sport-truck-pop-up-nfts-sneaker-focus-1235212826/>

Milan Fashion Week without a **Philipp Plein** after party? We had come to terms with it through the pandemic, thinking that the entrepreneur had traded real life with the Metaverse and the only chance to ever attend one again was to teleport into Decentraland.

Not on Saturday night, as the showman surprised guests orchestrating the official launch of **his Plein Sport brand**'s first collection with a fair/party inside an abandoned industrial complex, filled with a customized Formula 1 truck, screens projecting 3D images of his NFT monsters, inflatables and even a drop tower.

Plein said he expected 6,000 people to attend. "Tonight's a party for Milan," he said.

Spectacle aside, the business concept he's developing for Plein Sport harnesses the power of digital and physical and put an emphasis on sneakers, each coming with a complimentary NFT and a video screen-equipped box. It offers sportswear and active gear with high-performance qualities.





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By Rohit Kumar — Jun 10, 2022



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"This is not a luxury brand this is a sportswear brand and obviously it will compete with all the sportswear brands in the market," Plein said. "Even though it has a different positioning [compared to them], the price point is completely different than Plein's," he added.

Tracksuits splashed with the brand's logos, a tiger and a scratch, mingle with metallic puffer jackets and yoga sets, basketball shorts and T-shirts spelling Plein Sport. The offering is mostly unisex and complemented by eyewear, while watches will launch later on. Sneakers are often chunky, cushioned and embellished with metallic details.





Show - Plein sport - Men Spring-Summer 2023

By the editorial staff
Published 7 hours ago



Picture : imaxtree

Discover the Plein sport - Homme Spring-Summer 2023 show. Find all the looks from the show in photos as well as behind the scenes, details and the best moments of the show in video. In short, the best of fashion!

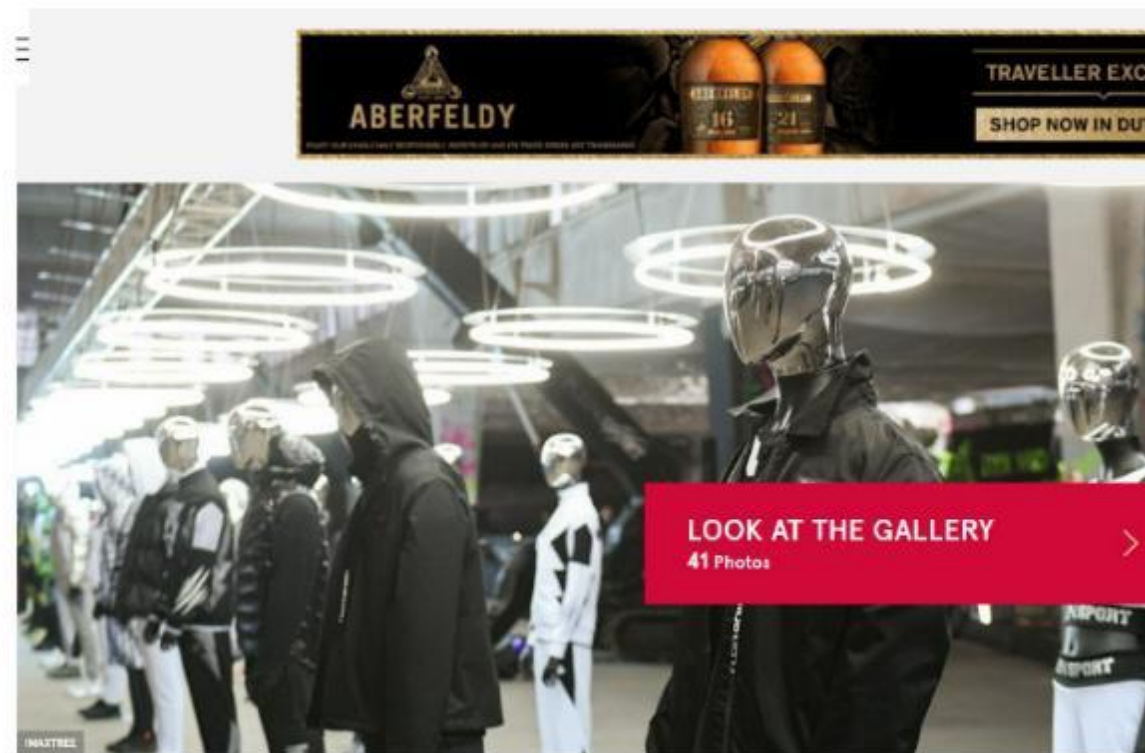


marie claire

PLEIN SPORT

Man Spring Summer 2023

18/06/2022





Full Sport | Spring Summer 2023 | Digital

Full Sport | Spring Summer 2023 by Philipp Plein | Digital Fashion Show in High Definition. (Widescreen - Exclusive Video/1080p - MFW/Milan Fashion Week Men's) #Pleinsport #MFW #SS23 #Mens





yahoo!sport

Adnkronos

Philipp Plein: "Plein Sport like a chameleon, we break rules"

(Adnkronos) - "We want to bring joy and fun back to Milan, tonight we put together fashion, music and even beautiful women and men. Plein Sport is like a chameleon, it always changes color. Today here we break all the rules". Word of Philipp Plein, who describes his Plein Sport collection for next spring summer with a focus on activewear and presented during the Milan fashion week dedicated to men's collections.

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— *Man Spring Summer 2023*

06/16/2023



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