Oysho ventures into menswear with first capsule collection

By Triana Alonso  -  26 November 2021

From now on, men too will be able to shop for their sportswear at Oysho. On November 25, the underwear and sportswear chain owned by Inditex released its first menswear drop, a capsule collection for the Oysho Train Together line.
The new collection is already available worldwide on Oysho’s e-shop, and will be stocked at select stores in Spain, Portugal, Italy and Switzerland from Monday November 29, at the end of the Black Friday promotions.

Oysho’s new men’s line features a number of innovations designed to meet the specific needs of sport practitioners. There are trousers in different styles, made with high-strength, breathable, fast-drying fabrics, and two models of fitness shorts in different lengths, with thermo-bonded legs and available both with and without mesh lining.

The collection also includes cycling shorts, zip-fastened technical leggings with a silicone band at the hem, tracksuit bottoms with reflective stripes, two breathable, fast-drying t-shirts with seamless stitching, a wind-breaker and several models of sweatshirts and trousers. Prices range from €25.99 for the t-shirts to €129.99 for the hooded tech jacket, while training shorts are priced at €39.99. The “majority of the clothes” in the collection bear the ‘Join Life’ label, certifying Oysho’s use of technologies and raw materials that “help reduce environmental impact.”

For women, the range consists of compression clothing designed to ensure firm support during the most intense workouts, available in bottle green and dark grey. The items include racerback sports bras with laser cut-outs at the back, silicone-waisted cropped leggings in sculpting fabric, and cycling shorts.

Oysho showcased its taste for innovation with the ‘Battery-Powered Jacket’, a novelty thermal jacket equipped with a battery that heats its interior and retains the temperature, but also enables the wearer to charge a mobile phone or other wireless devices. The jacket, priced at €149.99, also features thermal insulation and waterproof protection.

This is not the first capsule collection by Oysho Train Together. In spring, the Spanish brand surprised the market by presenting an Oysho Train Together line for girls. Oysho has been active in the sportswear segment since 2011, through a collaboration with Adidas. In 2019, it introduced Oysho_Sport, a line that brings together the brand’s sportswear collections for yoga, skiing, boxing and also surfing.

In H1 of the current fiscal year, Inditex generated a revenue of €11,936 billion, 49% more than in H1 2020. As for Oysho, it recorded sales of €305 million in the period, and ranks as last-but-one among Inditex chains in terms of sales volume, ahead only of Uterqüe. Recently, the various chains owned by Amancio Ortega’s group have introduced sportswear collections, as for example Zara with its first men’s sportswear line, simply called Zara Athleticz.