

1989 Studio - Spring/Summer 2025

The Spring/Summer 2025 collection from 1989 Studio comes to light like a journey through sun-soaked streets and playful grounds, where the timeless elegance of cricket meets the street culture. A wardrobe that seamlessly shifts between men and women, refusing to be confined, instead exploring new intersections with ease and complicity.

At the heart of this narrative is the shirt, reinventing itself in unexpected shapes: from lightweight trenches with narrowed shoulders and deep back slits to bomber jackets crafted from gabardine or denim, and other jackets reminiscent of workwear. In this constant interplay between tradition and sportswear, the tie appears as a refined modern accent, connecting past and present.

The minimalism of cricket uniforms is at the core of the design, with proportions creating a contemporary silhouette: Bermuda shorts paired with oversized blousons and jackets, cotton sweatshirts echoing V-neck pullovers, extending almost into dresses. The oversized denim is presented in two versions, a light wash and a deep indigo. A pinstripe suit also makes its appearance. The palette is essential and refined, composed of optic white, milky white, black, grey, and beige.

Each fabric tells a story: the cotton and silk waffle for bodysuits and leggings speaks of relaxation, while the Japanese cotton sweatshirt, woven on old looms, reveals an authentic texture, far from the polished surfaces of conventional fashion. Water-resistant performance gabardine and compact shirting fabrics lend substance to the shapes.

Footwear also plays a role in this narrative. Maxi slippers and sneakers, inspired by cricket pads, are hybridised with loafers, bringing a touch of irreverence while retaining their classic essence.

Founded in Los Angeles in 2021 and acquired by the Italian group Folli Follie in 2022, 1989 Studio positions itself as a cultural hub where West Coast street style meets Italian elegance. With this debut collection from the new creative director, Pietro De Nardi, the brand introduces a new language, where the aristocratic heritage of cricket merges with the rebellious energy of Los Angeles.