

**GUESS ACTIVEWEAR FW22 COLLECTION**

The Guess Activewear FW22 collection is ready for action as it offers up natural, confident looks for the GUESS woman with luxurious functionality that is both feminine and versatile. Inspired by the desert tribe, the collection promises activewear that is suited to any adventure this season. Meanwhile, the GUESS man embraces modern retro style thanks to high-performance garments that also promise urban appeal.

**WOMEN’S COLLECTION**

**Natural Radiance**

This irresistible array of activewear re-roots itself in nature. Filled with natural performance appeal, it offers up flattering silhouettes and comfortable shapes to achieve a functional, versatile style. Body-hugging bras, ultra-soft sweatshirts, sherpa fleeces and polar jackets complement figure-hugging leggings, shorts and joggers. This delivery embraces high-tech fabrics, thermo-adhesive padded outerwear, microfiber and breathable, quick-drying fabrics. A palette of tones borrowed from the desert landscape includes mochaccino brown, sonoran red, wisteria vine and feel-good brights for an active tribe look.

**Mineral Marking**

This stunning array takes inspiration from surprising landscapes and nature’s most stunning faraway locations. Down jackets made from crinkle dobby hammered waterresistant fabric, daring necklines, body hugging silhouettes with sophisticated cut-outs and cropped athleisure cuts create an elegant look in spandex crepe suede look for co-ord. Metallics complement brushstroke camou prints. A mineral palette of pastels and dusky tones add extra appeal.

**Stay In The Glow**

Playful military is here to make a statement thanks to this confident, contemporary theme. Casual yet chic active daywear assumes simple yet powerful outlines. Feminine shapes, glossy fabrics and bright touches combine with strong military inspirations, such as mesh inserts and mimetic logomania. 3D effect shaded logos, GCube, jacquard, logomania and camo prints are mixed with a palette of warm tones and ultra brights of acid bite, orange slice and souvenir pink, finished with timeless tones.

**MEN’S COLLECTION**

**Back To Nature**

Escape in the great outdoors with this contemporary theme that reconnects with nature. Full of easy-to-wear pieces that are as comfortable as they are effortlessly stylish, relaxed-fit trousers, sweatshirts with understated detailing and zip-up tops with contrast stitch detailing are made using sustainable and natural fibers. Earth inspired prints and tie-dye add a unique touch, alongside a palette of brown tones with acid green accents.

**Guess Athletic**

This season, modern retro is back with this heritage sportwear-inspired theme that brings the varsity atmosphere with it for an athletic, multi-sports look. Relaxed silhouettes and vintage tracksuit vibes are enhanced with new blocking, stripes, piping and embroidering detailing, while cotton and velour-look fabrics ensure comfort. A palette of navy, red, green, vintage white and yellow complete the look.

**Arctic Journey**

Get ready to take on the coldest season with this modern theme characterized by ultra-cool pieces. Inspired by striking winter landscapes, ice textures and sherpa mania, clean silhouettes and protective styles are enhanced with tech detailing. 3D allover logo finishes, silver graphics and a palette of serene blue and white winter shades are complemented by orange and magenta accents.

**Highlights:**

**Colors:** mocaccino brown, sonoran red, wisteria vine, muted stone, feel-good brights, mineral, pastels, dusky tones, wine cellar, orange slice, dusty sage, souvenir pink. For him: magenta, orange, navy, vintage white, ice blue, silver, earth tones, acid green.

**Prints:**, real tie dye, GUESS logo, marbling, brush stroke, new camou, jacquard. For him: 3D allover logo, tie dye, GUESS logo, earth inspired prints.

**Fabrics:** scuba, microfiber, cotton, sherpa fleece, thermoadhesive padding, tech fabrics, velvet touch, water-resistant crinkle dobby, suede look, mesh. For him: cotton, velour, slub, microfiber, scuba.

**About GUESS?, Inc.**

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand.  Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, eyewear, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. As of October 30, 2021, the Company directly operated 1,052 retail stores in the Americas, Europe and Asia. The Company’s partners and distributors operated 558 additional retail stores worldwide. As of October 30, 2021, the Company and its partners and distributors operated in approximately 100 countries worldwide. For more information about the Company, please visit [www.guess.eu](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.guess.eu%2F&data=04%7C01%7Ccluciano%40acolad.com%7Cf52b776e30fb4f2c573408d9af5d6f37%7C6c789a210d674826ac64767438cf0ed5%7C0%7C0%7C637733638100119068%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=PiZoIMAKVQUj2HV28LVTzQgm6%2FiBamXZybkoh18j%2Foc%3D&reserved=0).