

ICON's New Activewear Collection Brings Tailoring to the Gym



London, United Kingdom Jan 21, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Why the Future of Men's Activewear Looks More Like Tailored Menswear Than Sports Kit

ICON Amsterdam, the menswear label founded in 2018 by brothers Samuel and Ruben Onuha, has built its name on one idea: clothes should actually fit the bodies they're made for.

After growing an eight-figure business on "perfect fit" trousers and jeans, the brand is now turning that same obsession toward the gym with its first dedicated activewear collection.

Instead of chasing another buzzword fabric or oversized logo moment, the new line starts with cut and shape. It's aimed at men who want gym gear that feels as considered as their best trousers and shirts, not the usual generic kit that bags, clings or rides up the second they start moving.

Many performance labels have invested heavily in technical fibres and marketing, but countless men still spend workouts tugging down tops and adjusting waistbands. ICON's answer is to treat fit itself as the primary form of performance technology.

The collection grows directly out of what the brand has already learned from years of fitting real customers. ICON has analysed tens of thousands of orders and returns across its core categories to see where men consistently need more room, where they prefer taper, and how different builds feel in the same size.

Those patterns are now baked into the activewear blocks. Instead of a single standardised template, pieces are mapped around real chest-waist ratios, shoulder slope, arm mobility and leg volume. Seams and panel lines are placed to move with the body, so the clothes hold a sharp line even under load.

Activewear and athleisure no longer live only in the gym; for many men, they double as commute outfits, plane uniforms and what they wear to meet friends after work.

As comfort and style have converged, these categories have become some of the fastest-growing parts of the global apparel market. Gen Z shoppers in particular are willing to pay more when a brand "gets" their body type and lifestyle, and rewards those that deliver better fit and longer-lasting pieces instead of disposable trendy products.

ICON's activewear is built for that reality: technical enough to train in, clean and structured enough to keep on for the rest of the day, and cut with the same precision as its hero trousers.

The ICON Activewear Leggings, for example, are engineered for precision and performance. Crafted from a stretch-rich technical fabric, they provide controlled compression while remaining comfortable through intense sessions. The streamlined fit sits close to the body without restriction.

The launch is also a quiet provocation to the wider sportswear industry. For years, big players have treated fabric development and branding as the main stage, while fit has often been a compromise struck between cost, speed and mass appeal. Yet, fit is the part that customers notice first and live with the longest: how a piece sits on the shoulders, whether it digs into the waist, and whether it still feels good halfway through a session or a long day.

Samuel and Ruben argue that, if men's activewear is going to evolve, fit needs to sit at the centre of innovation rather than the edge.

That means bringing pattern cutters and tailoring thinking into performance design, using real customer data to refine blocks over time, and designing around how modern men actually move through a day that blends work, training and social life.

The new ICON Activewear collection consists of windbreakers, slim & regular fit t-shirts, active leggings, trackpants and shorts, available in both 5" and 7" lengths, with several colour options and a size range from S to XXL.

About ICON Amsterdam:

<https://icon-amsterdam.com/collections/activewear>

ICON Amsterdam is a direct-to-consumer menswear brand founded in 2018 in the Netherlands, known for its signature “perfect fit” trousers and clean, modern wardrobe essentials.

The company has grown from a bedroom start-up into an eight-figure global business, now expanding into tailored-inspired activewear for men across Europe and beyond.



Media Contact

ICON Amsterdam

*****@sarahclaytonlea.com

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