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RIHANNA DEBUTS SAVAGE X FENTY SPORT WITH HELP FROM ADAM SELMAN

3 HOURS AGO IN STYLE

WORDS BY MARISSA LOWE



Savage X Fenty

Rihanna's popular lingerie brand, Savage X Fenty announced their new activewear launch in collaboration with designer Adam Selman, said to drop in November. Savage X Fenty Sport is a perfect mixture of provocative and playful as the pieces in the collection have lingerie-inspired details.

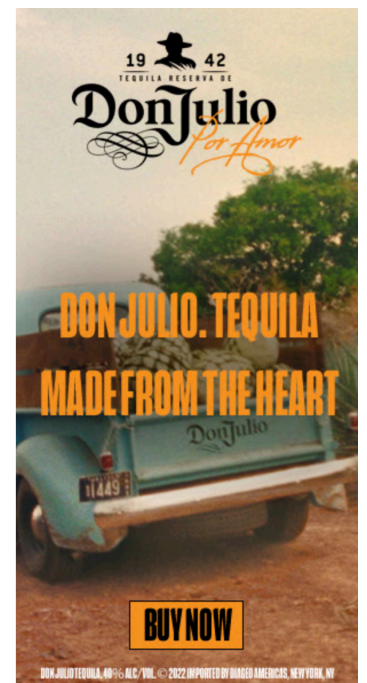
With pieces such as Rihanna's favorite, the Peak Performance High Waist Leggings, jumpsuits, bodysuits, and low to medium-impact bras, this collection is bound to sell out quickly. Products will be available in sizes XS-4X.



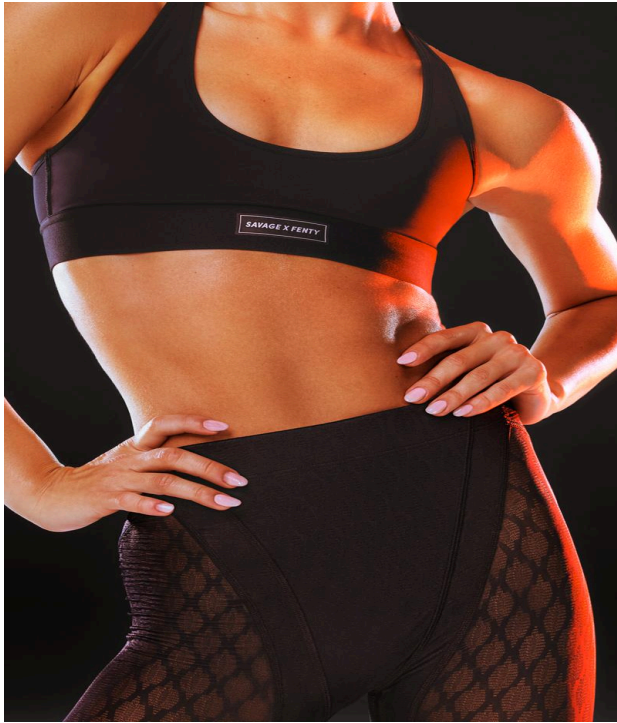
Savage X Fenty

Rihanna and Executive Design Director, Adam Selman hit the mark with this new sporty and sexy collection. At the Savage X Fenty press release, Rihanna shares: "We wanted to push the boundaries with how we define sport and sportswear and there is no one I'd rather do that with than Adam. We think of sport as how you move through your life. I want people to feel sexy, carefree and powerful when they put these pieces on and Adam is the perfect designer to carry out that vision."

Advertisements for this campaign feature models, athletes, and social media influencers. The brand also added two new ambassadors who are the face of this new collection. Precious Lee, a top model and activist, and Avani Gregg, one of the top social media creators.



The body-positive brand executes perfect products as they are most focused on size inclusivity, affordability, and diversity within their models. Savage X Fenty Sport will be available on November 9, Xtra VIP members will have early access to shop starting November 1.



Savage X Fenty



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Marissa Lowe
Style Writer

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