

PULLING POWER

With a sporting heritage and a cool Italian edge, Freddy is the brand that should be taking over your wardrobe this winter

Every so often things need shaking up. Which is what the Italian sports brand Freddy is all about. With a history that is steeped in dancewear, Freddy is a European phenomenon, developing high-performance, high-tech clothes built around sharp Italian style. The sports cred is impeccable: and Freddy supplies high-quality athletes' apparel to the Italian Olympic teams. But the range showcased in their new flagship UK store in London's Covent Garden is about more than just sportswear: the men's casual collection is characterised by vintage-style ribbed knits, waterproof plush-lined trousers, jackets and vests of all weights and melange wool knits. It's casual wear, performing like you've never seen before. Consider yourself shaken.

Freddy Flagship Store, 30-32 Neal Street, Covent Garden,
London, WC2H 9PS. 020 7836 5291

Left: Stretch cotton shorts £35, stretch vest £32, trainers £45, socks £5 and gloves £10 all from the **Freddy Pro 2** collection

Right: Fleece hoody £57, Jersey tracksuit bottoms £33, vest £20, trainers £45 and gloves £10 all from **Freddy Boxing Academy** collection



FREDDY