



Kim Kardashian West and Paris Hilton wearing SKIMS Velour collection, in colors Amethyst and Honey, along with Louis Vuitton Monogram Miroir Alma bags

Say **Bye-Bye** to Jeans and **Hello** to Velour Tracksuits



Loungewear is the latest item trending in 2020. Being at home, we all want to be comfortable wearing items from our closets. This leads to trending styles from the 1980s and 1990s to appear once again and make their way to the top of the fashion pyramid.

By Dahlia Mist

Kim Kardashian West is on her way to meet her BFF Paris Hilton in Los Angeles for a new photoshoot. There is excitement in the air as their busy, nonstop schedules don't allow them to see each other often. Meeting in Los Angeles, the pair poses for paparazzi-style inspired photos along with their Louis Vuitton Monogram Miroir Alma bags.



Why it is so popular?

Juicy Couture designed a tracksuit for Madonna, and she turned it into the trend it is today. Big name celebrities at the time began to wear these tracksuits at every major event. It became a sign of "new money" all around the world.



In an undisclosed location in Los Angeles, Kim is on top of a silver Range Rover photographed wearing a matching silver velour tracksuit. It appears as if Kimmy is recreating her famous 2007 picture where she is wearing a powder pink tracksuit. In other pictures, she is seen with Paris in front of the Range Rover talking through Motorola Razr flip phones, wearing matching silver velour tracksuits. The photoshoot is for Kim's shapewear brand SKIMS. She is announcing her new SKIMS Velour collection October 21.

“Velour is one of my favorite collection launches to date! It’s the perfect blend of 2000s nostalgia and present-day loungewear.”

Kim Kardashian West

Her announcement brings to life the idea of bringing the past back. The velour tracksuits were a staple to 2000s fashion and every celebrity thinkable from Lindsay Lohan to Britney Spears was wearing one. Celebrities would style these tracksuits with moonboots, and even flip-flops. Styles would change when Juicy couture incorporated different designs. Kim writes on her Instagram “U guys have no idea how tracksuits were our uniform and so happy to make a skims version.” The Velour Tracksuit didn’t start there. It started at FILA and was typically men’s attire. Italian Mafiosos wore it and even Hip-Hop legends like Nas. By the 1990s, velour tracksuits were a staple in hip-hop fashion, and it wasn’t until Baby Phat and Juicy Couture, where women found themselves wearing the go to outfit of the 1990s and 2000s. It brings old memories to life and a sense of comfort with a hint of normalcy. Although it may bring nostalgia to some of you (Sorry Gen Z), Kim writes that “Velour is one of my favorite collection launches



Kim Kardashian West and Paris Hilton at an airport in 2006

to date! It’s the perfect blend of 2000s nostalgia and present-day loungewear.”

Her collection features 4 neutral colors, Honey, Sienna, Smoke, and Amethyst, with 7 different items to choose from. The collection is classic velour looks of joggers, hoodies, and wide-leg pants along with adding modern looks of crew neck tank, sleep top, bandeau, and a robe. The collection is a year in the making and seems like Kim knows we need a new item to take our minds off of 2020. Anyone can create their own 2000s fantasy in an instant with this collection.



Kim Kardashian West and Paris Hilton in front of a Range Rover with Motorola Razr phones

