

ONLY PLAY[®]

ONLY PLAY is for the fashion-conscious girl for whom sports or workout is a natural part of her fun, high-speed and healthy lifestyle. ONLY PLAY is for girls with an active lifestyle.

ONLY PLAY is for the girl who likes spending time on herself and is very aware of her own appearance. She is a trendspotter who loves fashion and shopping, but also shops with an eye for the fair price. ONLY PLAY aims to give sporty fashionistas a choice in creative outfits in an otherwise plain world of sportswear. With ONLY PLAY the sporty fashionista needs not compromise her looks or self-awareness in the workout situation; she can stay true to herself.

ONLY PLAY is a sub brand of ONLY and is introduced, to share the passion by adding a sporty dimension to the ONLY collections. ONLY PLAY is dedicated to making fashionable sportswear with focus on trendy designs but yet creating a room for movement and encouraging creative playing in each item.

ONLY PLAY is presented in four collections yearly, matching the needs, trends and activities of the season:

- Spring:** Sportswear // Fitness // Tennis
- Summer:** Sportswear // Beach
- Autumn:** Sportswear // Fitness // Winter // Ski
- Winter:** Sportswear // Fitness

The ONLY PLAY items are made with an eye for qualities, always choosing soft and comfortable fabrics such as cotton, fleece and elasthan, perfectly fitted for the female body in motion.

