



# NIKE

KIDS COLLECTION - BOYS  
SPRING '26



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## **The NIKE KID, Boys**

Target consumer insights

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## **Color, Material & Trend Direction**

Visuals of collection colors used, material and current trend direction for kids

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## **Collection Theme**

Seasonal story for design inspiration

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## **Designs & Overview**

Full view of all final designs with detail information & overview



THE NIKE KID, BOYS



# THE NIKE KID

## TARGET CONSUMER INSIGHTS

**Lifestyle:** Boys aged 4-7 are typically active, playful, and exploratory. They spend their time in school, sports, playdates, and outdoor activities.

Parents look for durable, functional, and stylish clothing that supports this active lifestyle.

**Parental Focus:** Parents prioritize safety, comfort, and adaptability in clothing. Features like adjustable fits (elastic waists, adjustable straps) and versatility (transitional pieces, layering potential) are highly valued.





# THE NIKE KID

## TARGET CONSUMER INSIGHTS

**Identity:** Nike appeals to parents and kids with an active, trend-forward mindset. Parents who buy Nike value aspirational branding, quality, and design innovation.

### Aspirational Values of the Nike Kid:

- Energetic, confident, curious, and bold.
- Trend-aware but practical for their age.
- Inspired by sports, pop culture, and bold colors/designs.





COLOR / MATERIAL / TREND



# COLOR PALETTE



ELECTRIC INDIGO

TRANQUIL BLUE

SOLAR ORANGE

CITRON GREEN

CELESTIAL YELLOW

BLUE AURA

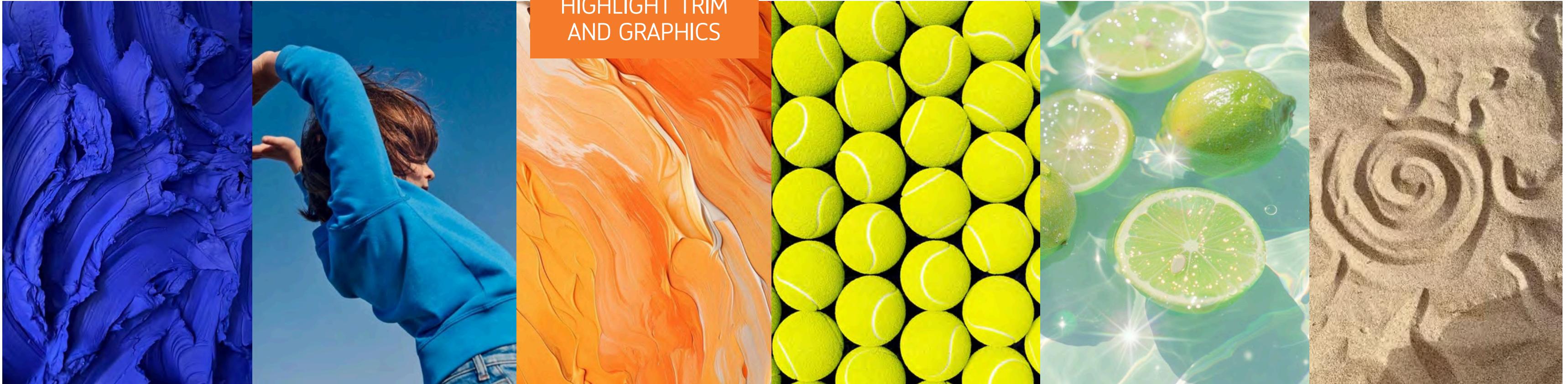
JELLY MINT

SAND

The color story strikes a balance between playful vibrancy and soft, sophisticated hues—where electric limes, zesty oranges, and vivid blues energize the collection, while powdered yellows, minty greens, and soft tennis colors add a refined and timeless sport-club feel. This mix creates a fresh yet approachable aesthetic, echoing the atmosphere of a spring-summer afternoon on the court or playground or a sunlit day at the club.



# COLOR PALETTE



HIGHLIGHT TRIM  
AND GRAPHICS

COLORO 120-32-36  
PANTONE 18-3949 TCX

COLORO 114-57-24  
PANTONE 17-439 TCX

COLORO 023-61-36  
PANTONE 16-1359 TCX

COLORO 069-86-28  
PANTONE 388 C

COLORO 048-90-17  
PANTONE 11-0618 TCX

COLORO 117-77-06  
PANTONE 14-4112 TCX

COLORO 078-80-22  
PANTONE 13-5714 TCX

COLORO 034-75-11  
PANTONE 15-1217 TCX

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# COLOR PALETTE



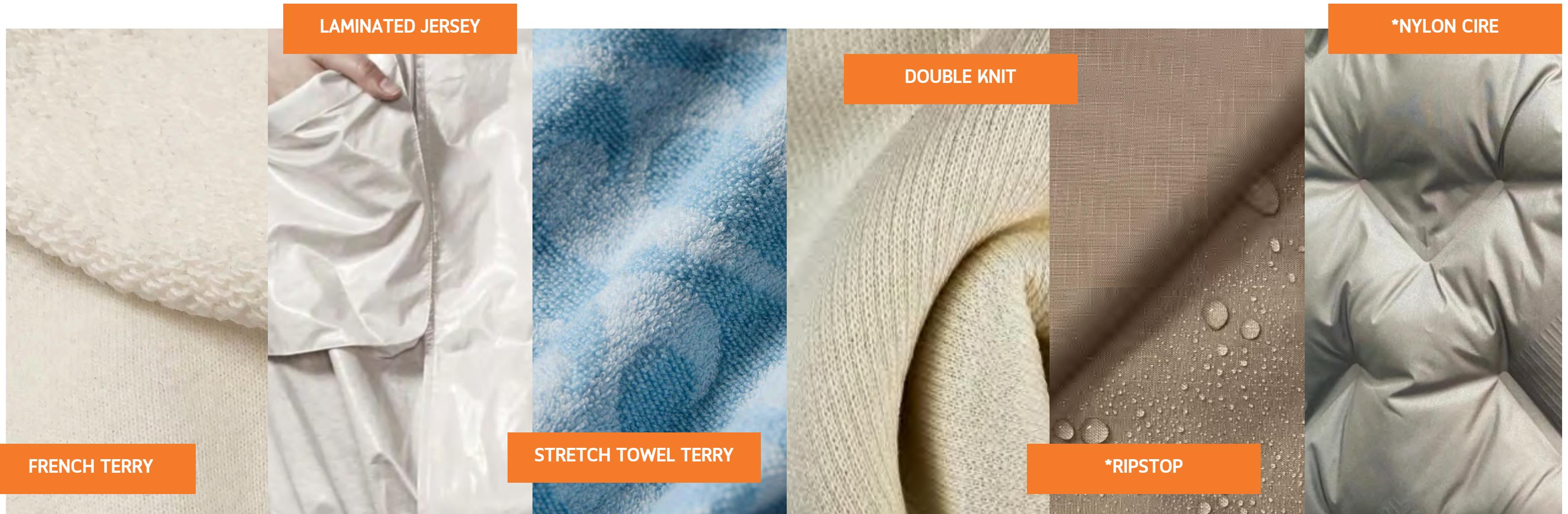
This selection of light heather grey/mélange tones is designed as a versatile transition from Fall to Spring, maintaining relevance into the upcoming Summer season. The shades are crisp, modern, and ideal for sportswear or athleisure applications, offering a fresh and adaptable neutral base for the collection.

Each hue is inspired by the natural elements of Spring, drawing references from rain, clouds, water droplets, sidewalk concrete, and bubbles—all familiar textures and visuals found in seasonal transitions and outdoor spaces where kids play.

BROS 16-4201 BROS 15-4701 BROS 14-4804 BROS 13-4303 BROS 12-4401 BROS 12-4302



# MATERIAL DIRECTION



The material selection emphasizes texture and versatility, utilizing a mix of soft and technical fabrics to enhance performance and comfort. Materials include lightweight yet durable with breathable textures for a relaxed, worn-in feel and perfect for layering. Some pieces of woven materials are also included on hybrid garments for added structure and further performance.



# TREND DIRECTION

## ANORAK STYLE



## MATCH SET

## SPORTS CLUB FONT



## TRACK REVIVAL



## RINGER



## TOWEL TERRY



The collection blends classic sport-club aesthetics with the bold, energetic spirit of early '90s athletic wear. It's a fresh take on vintage sport culture, where retro styling, nostalgic details, and contemporary performance silhouettes come together for a look that is both timeless and forward-thinking. The collection is designed to reflect the fun, movement, and youthful energy of active kids, capturing the essence of sport, play, and casual sophistication.



COLLECTION THEME



# COLLECTION THEME: *PLAYGROUND PIONEERS*



For this season's Nike Kids Boys' Collection, the inspiration draws from a dynamic blend of energy-fueled play and the refined aesthetic of classic sports clubs. This collection is designed for young athletes who embrace movement, creativity, and self-expression, bringing together the vibrancy of active play with a sophisticated, yet youthful sportswear edge.



SPRING '26 DESIGNS



# SPRING '26

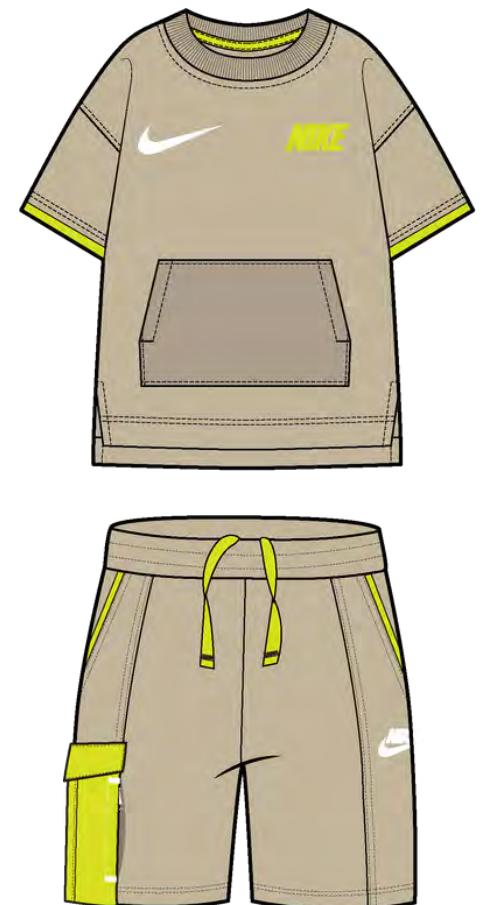
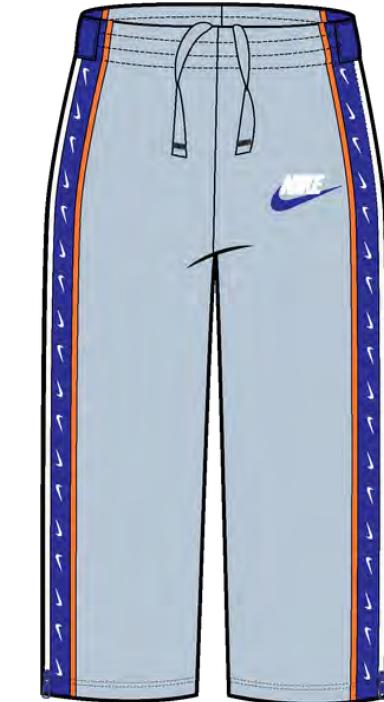
DELIVERY 1, BOYS





# SPRING '26

## DELIVERY 1, BOYS



OUTFIT 1

OUTFIT 2





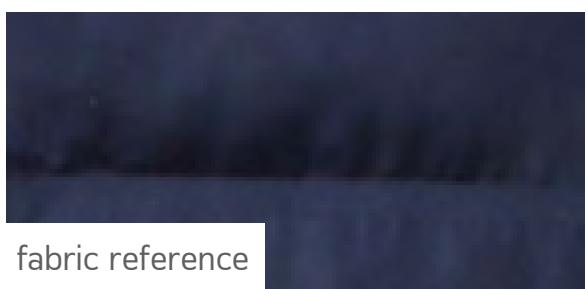
# SPRING '26

## Hybrid Spring Vest



cw01

cw02



fabric reference



FRONT

BACK

### DETAILS

- Relaxed comfortable fit
- Hybrid front woven and knit material at back
- Contrast colored elastic binding at collar and hem
- Tonal elastic binding at armhole
- Forward side seam with side zip pockets
- Printed Futura NIKE logo at chest
- Contrast zipper and tape color at center front closure with garage
- Woven strip at front seam with Swoosh logos
- Over-imposed Swoosh logos below neck seam in contrast colors

### MATERIAL

- Nylon Cire, 90% Nylon, 10% Elastane, 50gsm
- CLO Insulation, 50gsm (best for heat-sealing)
- Double Knit Jersey, 80% Polyester, 20% Elastane, 250gsm



fabric reference

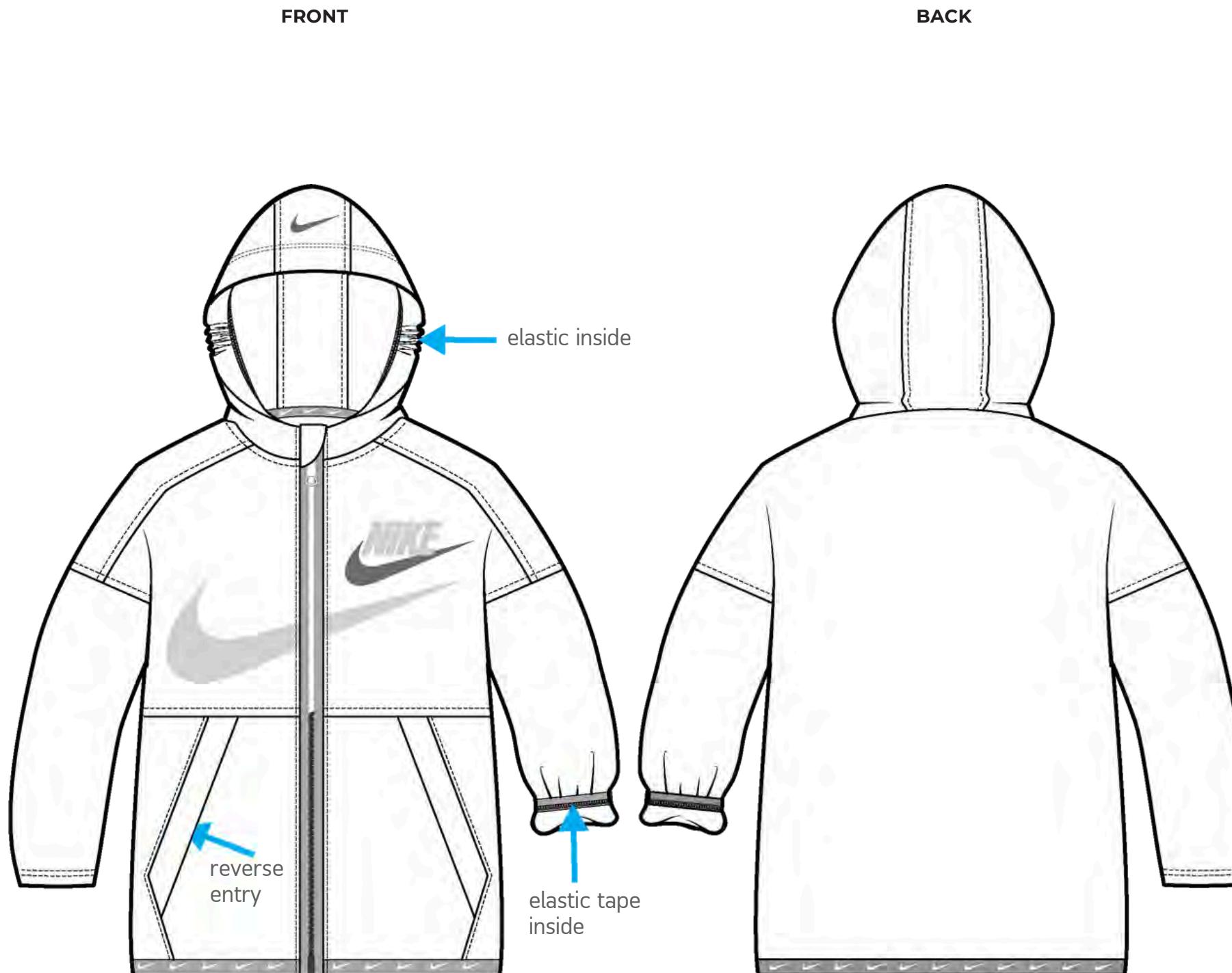


# SPRING '26

## Laminated Jersey Knit Hooded Jacket



CW01



FRONT

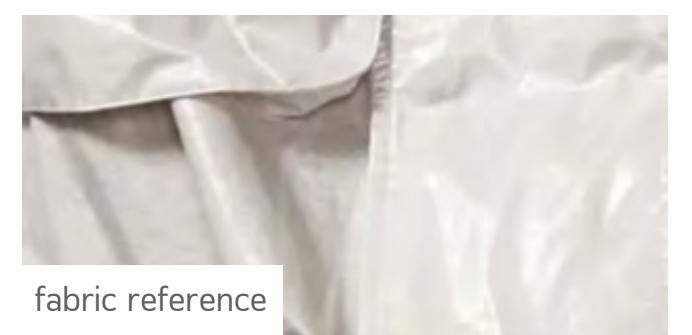
BACK

### DETAILS

- Relaxed comfortable loose fit
- Drop shoulder style
- 3-panel hood with small elastic piece on both sides of opening
- Printed Futura NIKE logo at chest
- Large Swoosh logo print across chest
- Elastic tape at interior side of sleeve opening
- 2-color zipper teeth with contrast color tape at center front closure with garage
- Reverse entry front pockets
- Elastic binding at hem with Swoosh logo in contrast color

### MATERIAL

- Laminated Jersey Knit, 100% Recycled Polyester with a PU or Acrylic Resin Coating for water resistance and a slight sheen, 200gsm
- Color in Light Grey Melange

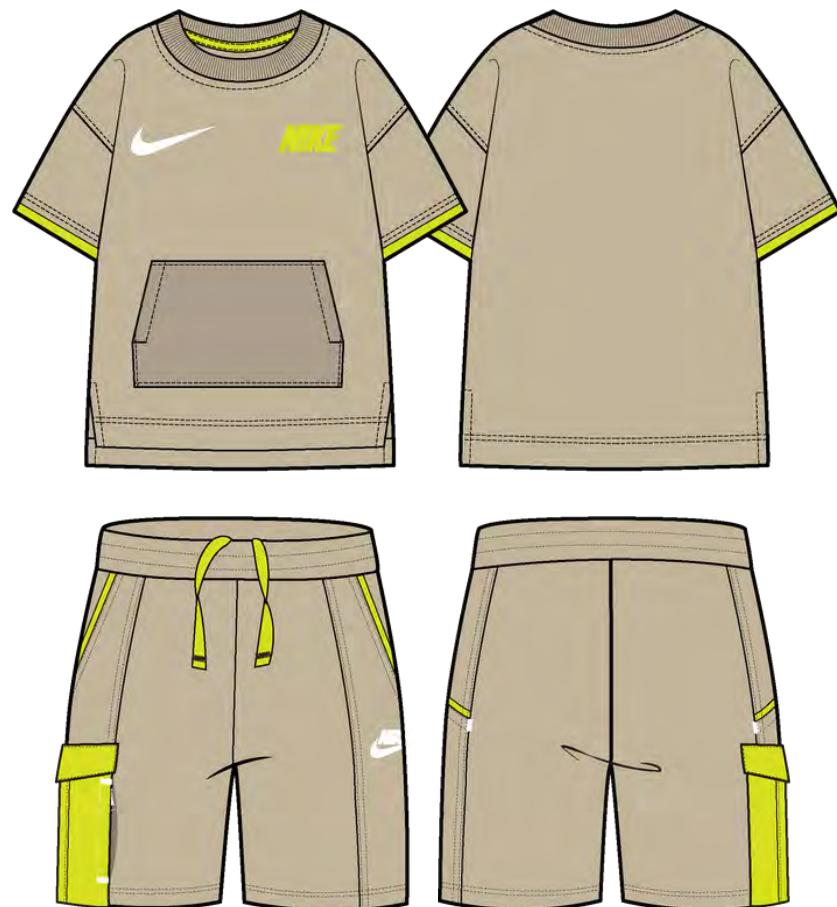


fabric reference



# SPRING '26

## Top & Short Set

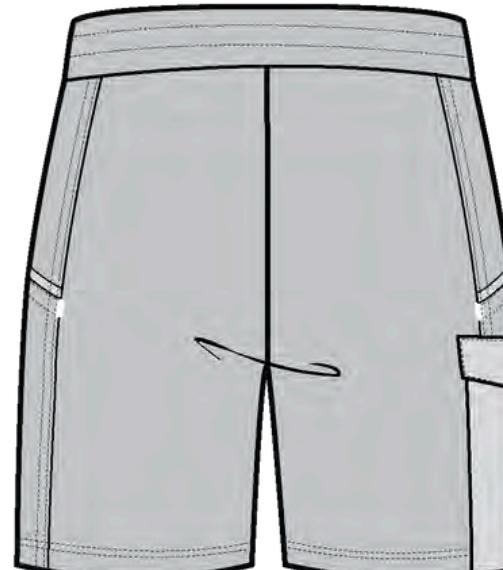
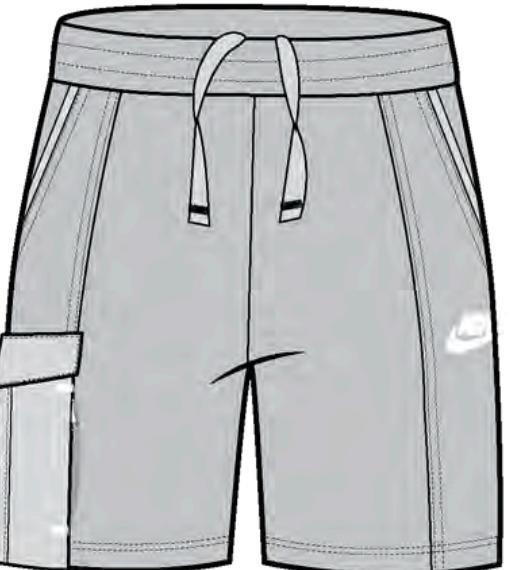


cw01

FRONT



BACK



### DETAILS

- Relaxed comfortable fit
- Raglan style tee with high-low hem and side slits
- Wide rib binding at tee neckline
- Embroidered Swoosh logo and Futura NIKE logo at chest
- Front kangaroo patch pocket in stretch ripstop
- Highlight trim detail at sleeve and pocket opening
- Encased elastic on short waistband w/ interior drawstrings for adjustment
- Side front slanted pockets on shorts
- Embroidered Futura NIKE logo at front panel (wearer's right)
- Cargo pocket detail on short in contrast color in ripstop with side zipper opening

### MATERIAL

- Brushed Face French Terry (Looped Back), 80% Cotton, 20% Polyester, 260gsm
- Lightweight Ripstop, 90% Nylon, 10% Elastane, 120gsm
- Rib, 95% Cotton, 5% Elastane, 280gsm



# SPRING '26

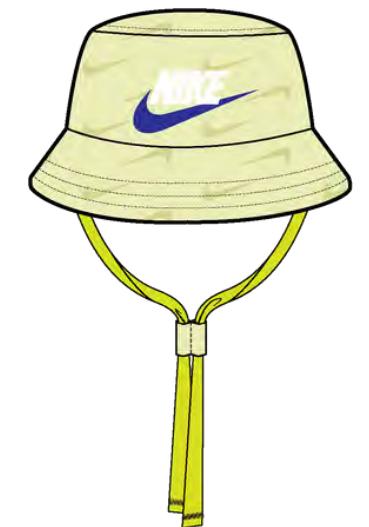
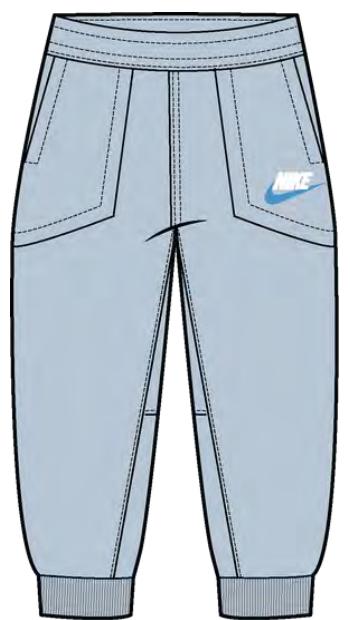
DELIVERY 2, BOYS





# SPRING '26

DELIVERY 2, BOYS



OUTFIT 1

OUTFIT 2





# SPRING '26

## Playground Zip Hoodie



CW01

CW02



FRONT

BACK

### DETAILS

- Relaxed comfortable loose fit
- Drop shoulder style with multi-color blocked styling
- 2-panel hooded style
- Material reversed side up on sleeves
- Contrast zipper and tape color at center front closure with garage
- Printed large scale Just Do It lock up with logo across chest with NIKE block logo over imposed on the wearer's left chest in contrast color
- Rib trim at sleeve opening and waist

### MATERIAL

- Looped-back French Terry, 75% Cotton, 25% Polyester, 320gsm
- Rib, 95% Cotton, 5% Elastane, 320gsm



# SPRING '26

## Water-repellent Halfzip Pullover



FRONT

BACK

### DETAILS

- Relaxed comfortable loose fit
- Drop shoulder style with multi-color blocked styling
- Large front stash patch pocket with flap in stretch ripstop
- Elastic neck binding at collar and sleeve opening
- Contrast zipper and tape color at center front closure with garage
- Printed large scale Swoosh logo across chest and Futura NIKE logo below neck seam in contrast colors
- Adjustable drawcords at hem

### MATERIAL

- Water Repellent French Terry, 60% Cotton, 30% Polyester, 10% Nylon w/ DWR finish, 340gsm
- Lightweight Ripstop, 90% Nylon, 10% Elastane, 120gsm



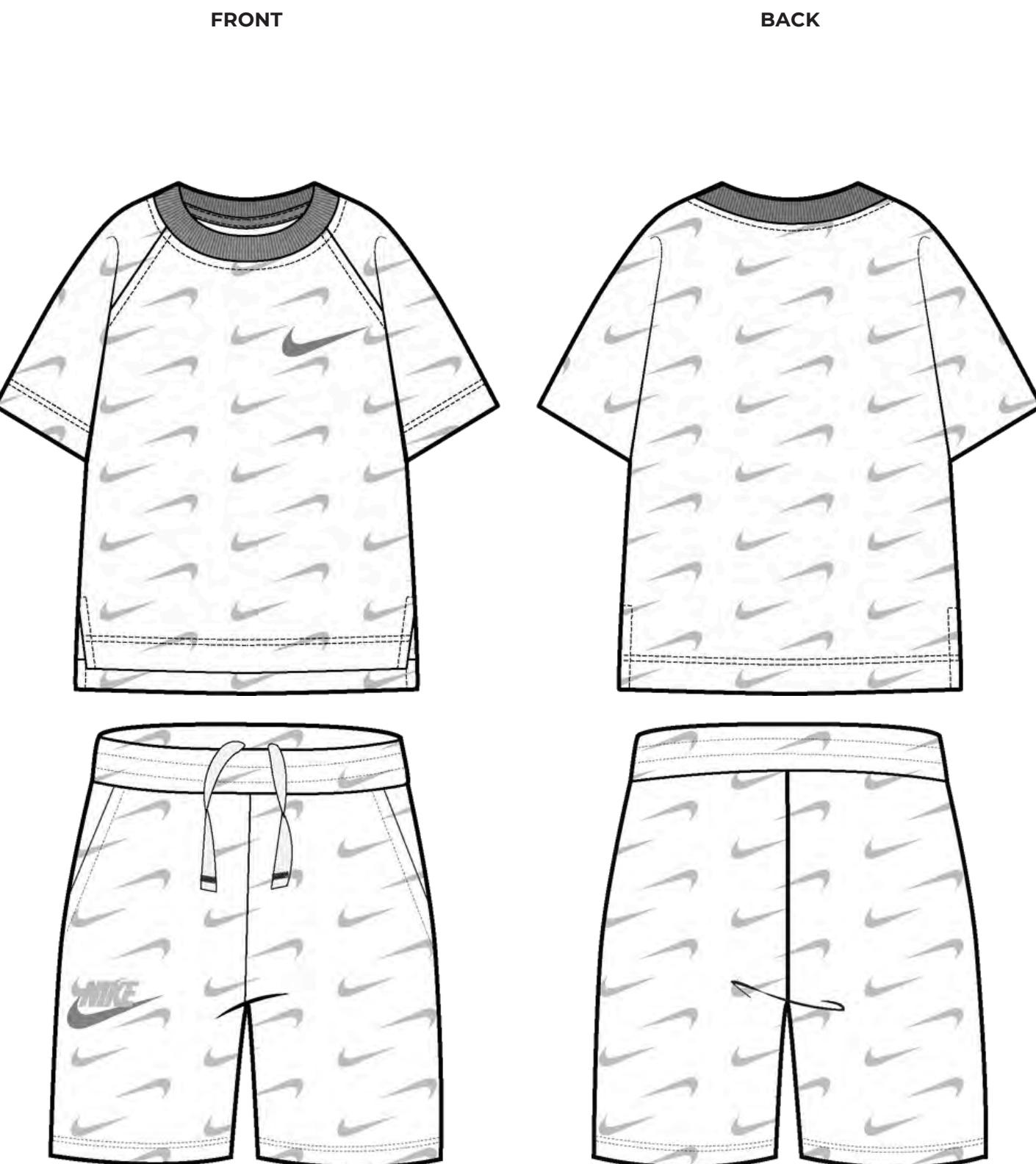
# SPRING '26

## Tee with Short AOP Set



CW01

CW02



### DETAILS

- Relaxed comfortable fit
- Raglan style tee with high-low hem and side slits
- Wide contrast colored rib binding at tee neckline
- Embroidered Swoosh logo at chest
- Encased elastic on short waistband w/ interior drawstrings for adjustment
- Side seam pockets on shorts
- Embroidered Futura NIKE logo at front panel (wearer's right)
- Knit terry towel material with tonal Swoosh logo AOP

### MATERIAL

- Loopback Terry Knit, 76% Cotton, 20% Recycled Polyester, 4% Elastane, 280gsm



fabric reference



# SPRING '26

DELIVERY 2, INFANTS





# SPRING '26

## Baby AOP Onesie



CW01

CW02

FRONT

BACK



### DETAILS

- Relaxed comfortable fit
- Sleeveless onesie style with shoulder snap fastening
- Binding at neck, armhole and leg opening in self material
- Large Swoosh logo across chest
- Snap fastening at bottom saddle
- Knit terry toweling material with tonal Swoosh logo AOP

### MATERIAL

- Towel Terry, 85% Cotton, 10% Rayon, 5% Elastane, 220gsm
- Brushed interior and low-pile looped exterior



fabric reference



# COLLECTION OVERVIEW



## DELIVERY 1, BOYS



## DELIVERY 2, BOYS



## SPRING '26



## DELIVERY 2, INFANTS





DESIGNED BY JORDAN CAMILLE BAUTISTA

**THANK YOU**

