

---

Fashion | By **Britney Champagne** | 01 March 2022, 9:00 am

# Abercrombie's rebranding to take over the world of activewear

With the hype over Abercrombie's rebranding this year across the United States, the brand prepares to launch a new line of high quality activewear this month. Could this be Aerie's next top competitor?

[f Share](#) [SHARE ON TWITTER](#)



Thinking back on the good old **Abercrombie & Fitch**.. Oh what a time highschool was in the 2010's. What if I told you they were making a **major** comeback in the fashion industry? Now the industry of activewear.

Abercrombie plans to launch a new line of activewear for Mid March. This line is called "YPB" and has been leaked through **Tik Tok**. Looking through their website you can see new a new variety of different length leggings, square neck tanks and zip ups similar to **LuluLemon** but appear to be cheaper in price. Many of these styles are in comparison with **Aerie**, which is widely known for their active and comfort wear. This line is being kept secret as Abercrombie is dropping hints on their social media platforms.

With all of their stores temporarily shutting down over the last year, select stores are now open with a completely different branding and target market. Their same price point and quality remain as their overall look is new and fresh. The " **simple aesthetic**" and capsule wardrobes have become very popular especially through Tik Tok and Instagram. Brands are becoming aware of how consumers are looking for high quality basic garments rather than their brand name being printed on the front of their shirts. This ultimately is why **Abercrombie** needed this rebranding in the first place.

**March 16th** can't come soon enough as this entire collection will then be launched. The buzz over this new Abercrombie continues and they seem to only be advancing from here.