



NEWS RELEASE

MEET THE DESIGN TEAM: DSG BRAND

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Designers Arran Senn and Nick Hlavenka bring comfort, style and value to the DSG brand.

We caught up with Arran, who leads girls and women, and Nick, who leads boys and men, to learn more about what's in, what's next and how they come up with fresh designs.

Tell us about the DSG brand and your design style

ARRAN: Functional, Fresh, Modern. My favorite part of the brand is the timelessness of the pieces. We put a lot of effort into fabrications and silhouettes that are going to resonate with the athlete and keep her coming back for more. If a fabric works, we update it with a new wash or dye. If a certain style is flying off the shelves, we make sure to keep that fit in mind when designing new products. This allows us to work within our budget, while providing pieces that are modern yet functional. I personally love a capsule wardrobe, and I think this is displayed in my design style. I tend to stick with core pieces and then update them with what I'm seeing in the market. I think the best pieces are ones that can be used time and time again without anyone knowing you're wearing the same thing, just with different outfits. This is even more important as a young professional in my early 20s.

NICK: DSG is a brand designed to satisfy the needs of every athlete. From young to old, beginner to enthusiast, DSG has you covered. I like to think of DSG as a one-stop shop for the entire family. I've never had a "signature" design aesthetic or style. It's one reason I enjoy designing for DSG so much. Having the opportunity to design for a variety of athletes in a singular brand is challenging and inspiring.

DSG brand designer Arran Senn.

What makes DSG a great choice for active individuals and families?

ARRAN: Versatility! I literally wear our rib tank with jeans and a blazer for the office and then pair it back to sweats and a full zip for home or travel. Our joggers look great with the matching hoodie or can be dressed up with white sneakers and an oversized button down. Same goes for the majority of our pieces. I love how each style lends itself to multiple end-uses. The pandemic has made the need for adaptable clothing even more apparent, and DSG provides an affordable option with modern silhouettes, great for on-the-go or at home.

NICK: Like I said, it's a one-stop shop! We provide our athlete the quality and performance synonymous with DICK'S Sporting Goods at a value conducive to a family budget.

What are some of your favorite materials and why?

ARRAN: I'm obsessed with our fleece. I own so many of our pieces that are in store now and they are my favorite when I'm craving cozy. I'm also very excited for the new terry we'll be using this coming spring. It'll have the same soft hand of our fleece while being a little drapier on body.

NICK: I'm a fleece guy, always have been. Who doesn't have that go-to hoodie or pair of sweats that fit just right after a decade of soccer game sidelines, hockey practice bleachers, campfire nights and coffee run mornings? DSG fleece is a must have!

How do you incorporate current trends while staying true to your unique vision?

ARRAN: That's one of the hardest parts of the job: taking trends and translating them into wearable, yet modern, styles that fall into our price point. We get our inspiration from multiple sources, runway shoes and social media included. Sometimes it's a unique silhouette, other times it's a certain dye technique that we're loving. At this point, we'll identify what aspects we like and make it our own. This could be by using a certain fit we already know the athlete loves or by updating a current style with a stitch detail we're seeing in the market. In general, we try to be very strategic about maintaining the authenticity of DSG as a performance brand while continually refreshing the styles and techniques.

NICK: For me, the trend inspires the vision. I work very closely with an extraordinary team of trend managers and specialists who scour the digital and physical world in search of the next big thing. I take that information and inspiration and focus it for the DSG athlete.

DSG brand designer Nick Hlavenka.

What styles are hot right now and what do you have on tap for 2022?

ARRAN: Head-to-toe sets and anything that plays with proportion. So, an oversized top paired back to a 5" bike short or open leg pants outfitted with a slimmer crop top. Layering is also a big story and we have so many good options to serve as that outfit completer. Very excited for the shacket we are working on for FA22. It will be the perfect third layer for any outfit.

NICK: What I'm most excited for in 2022 is our DSG PRIDE collection! DICK'S is committed to making inclusivity and diversity a top priority. This collection is our opportunity to highlight that commitment through product. The capsule features product for both youth and adult with styles designed to be gender neutral.