

Why Is Everyone in Varsity Jackets?

Fashionistas are stepping up their #SquadGoals game in letterman style. We tell you why this, why now

The Celebrity Stylist Says

"Athleisurewear continues to play a big role in fashion, and the athletic vibe of varsity jackets make them the perfect toss-on for a laid-back look," says celebrity stylist Kesha McLeod, who topped off Serena's cazh-meets-glam ensemble with a Coach jacket. Plus, nostalgia is big right now and a school team jacket is a stylish throwback. "Whether pairing the letterman look with pumps and high-waisted skinnies like Serena's or with kicks and khakis like Karlie's, it's a quick hit of fun, effortless style." McLeod's how-to for scoring a home run in the trend? "Since a varsity fit can skew boxy, keeping the rest of the outfit muted will ensure a leaner-looking silhouette."

The Designer Says

"Women are just as sporty as men these days, and they want to reflect it in their style — varsity jackets do just that," says Nikki Chasin, designer for the eponymous label. The style is also wonderfully versatile. The patches, mixed fabrics and embellishments add color, texture and feminine flair, and the oversize form lends itself to layering so it can comfortably be worn on top of anything from denim to jumpsuits to leather.

The Psychotherapist Says

"Varsity jackets are the ultimate reminder of carefree high school days, which is something people are craving right now," says Jonathan Alpert, a psychotherapist in New York City and author of *Be Fearless: Change Your Life in 28 Days*. And just as the jacket was worn to show team spirit back then, wearing one now asserts, "I am not alone; I am part of something much bigger."

Celebrities Show They're In It to Win It With Sporty Toppers



COURTNEY LOVE

The punk-rock princess stays true to her grunge style in a studded red varsity jacket with a matching scarlet pout. Pairing the combo with leather pants and pointed booties? Well played, Courtney.



SOFIA RICHIE



KATE MOSS



SERENA WILLIAMS



GIGI HADID

FROM LEFT: GETTY; SPLASH NEWS; GETTY (2); SPLASH NEWS (2)



KARLIE KLOSS

With its contrast leather sleeves, bold letter logos and chambray blue hue, Karlie's personalized Opening Ceremony varsity jacket gives her model-off-duty look a hit of #CoolGirl athletic edge.