

Style

Return of the Tracksuit

Why the 2000s staple is making a big comeback



Paris Hilton and Kim Kardashian for SKIMS

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It's no secret that the internet has gone crazy for Y2K nostalgia. Over the last year or so we've seen the resurgence of several 2000s era trends in the fashion cycle, and the tracksuit is racing prominently to first place. Made popular by the brand Juicy Couture, tracksuits, especially of the velour variety, were a must-have item for stars at the start of the new millennium.



Left: Miu Miu Spring/Summer 2021, Right: Celine Spring/Summer 2021

While they seemed to wane in popularity, often being seen as tacky, the look has been seen on the runways and social media recently.



Kim Kardashian in 2007

Kim Kardashian and Paris Hilton shared pictures on the Keeping Up With the Kardashians star's instagram of the pair in velour tracksuits, complete with Louis Vuitton Logo bags and Nokia cell phones, of course, to promote Kim's new line of [velour loungewear for SKIMS](#). Both Kim and Paris were known for sporting this look back in the day.



Paris Hilton and Kim Kardashian for SKIMS

The most iconic tracksuit brand, Juicy Couture, is also [celebrating their 25th anniversary](#) this year with a limited edition sweatsuit, putting a bedazzled stamp of approval of this look.

One of the ways that people have been wearing the trend is by combining it with more tailored pieces to keep it from looking sloppy. Pairing a tracksuit with a nice coat and purse (and of course, a mask) for your runs to the grocery store. For your

zoom meetings, you can mix your track pants with a blazer and button down to be professional and comfy at the same time.

Others are fully giving in to their nostalgia and rocking their tracksuits with other nostalgic trends like lip gloss, small purses, and butterfly clips.



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Desire to revive the past seems to be the driving force behind this trend. Although it could be simply explained by the cyclical nature of fashion alone, there is another reason that trends from the 90s and 2000s seem to be everywhere now.

During a time of great stress because of the COVID-19 pandemic, political turmoil, and economic uncertainty, many are turning to nostalgia to cope. Tied with the number of people working from home due to social distancing restrictions and quarantines, the tracksuit was bound to make a comeback.

The tracksuit seems to be the perfect blend of glamour and comfort that our modern, uncertain times require.