# Stine Goya and Umbro launch feminist football fashion capsule for Women’s Euro Cup



Danish label Stine Goya has recently unveiled an exciting collaboration with British sportswear brand Umbro, set to launch on May 28. This partnership represents a significant fusion of sportswear and contemporary fashion, particularly through a distinctly feminine lens. In a landscape increasingly focused on the cultural relevance of women's sport, the limited-edition capsule collection not only showcases stylish apparel but also reflects the broader societal shifts towards gender equity in athletics.

The collaboration includes seven unique pieces, ranging from windbreakers to mini dresses, merging vintage football aesthetics with modern fashion sensibilities. Drawing inspiration from the buzz around the Women’s Euro Cup, the collection channels early 2000s nostalgia while cultivating a powerful stylistic manifesto. Stine Goya, renowned for her vibrant palettes and innovative tailoring, infuses the lines with her characteristic playfulness, incorporating bold colour-blocking and custom insignias that resonate deeply with today’s consumers. Each piece amplifies Umbro’s technical heritage, while simultaneously providing fashion-forward functionality suited to individuals who increasingly blur the lines between athleticwear and personal expression.

In her statement, Goya highlighted that while the blend of sport and fashion is not a new phenomenon, viewing it through the lens of female empowerment is a crucial and timely evolution. “Women’s football has long been marginalised,” she remarked, “This collection is a tribute to its rise—and a nod to where it's headed.” Such sentiments echo the increasing visibility of women's football, which is being celebrated not only on the pitch but also through mainstream fashion narratives. The collaboration aligns with ongoing industry changes where brands leverage cultural storytelling and inclusivity to engage younger audiences.

Umbro’s Head of Global Brand Marketing, Helene Hope, noted that women’s football is “one of the most exciting expressions of the game today,” signalling a refreshed brand strategy that seeks to resonate with a broader consumer base. This shift is part of a wider trend where brands are positioning themselves within the narrative of women's empowerment, further highlighted by initiatives in recent years that invite diverse voices into the fashion space. For example, Goya's previous collaboration with the social networking app Bumble to empower women through a modelling competition demonstrates her commitment to challenging industry norms.

As the collection launches, its retail strategy is poised to speak directly to the current market, where limited-edition crossovers rooted in social responsibility increasingly resonate with consumers. Many brands are now tasked with addressing issues of equity and recognition for women athletes—a pointed focus seen in the capsule's messaging. Goya’s slogan, “Good things shouldn’t take time,” serves as a commentary on the systemic delays that women athletes face in securing funding and acknowledgment, an area where fashion brands are now being held accountable.

This collaboration not only signifies a merging of aesthetics and functionality but also points towards a more inclusive future in both fashion and sports. The motifs embedded within the collection reflect a larger trend in which fashion serves as a platform to confront inequality and celebrate identity. Just as design houses like Balenciaga and their collaborations have spotlighted football themes, this partnership with Umbro showcases a shared commitment to bridging these worlds in innovative ways, unapologetically paving the way for a new narrative in women's sports and fashion.

Through this much-anticipated collaboration, Goya and Umbro not only prepare to flourish commercially but also engage with a vital cultural discourse about women's empowerment in sport. The collection is indicative of a wider movement that champions female representation, promising to resonate with a generation eager for authenticity and inclusivity in both their wardrobes and their sporting experiences.

## Reference Map:

* Paragraph 1 – [[1]](https://fashionunited.uk/news/fashion/stine-goya-and-umbro-kick-off-collaboration-blending-fashion-football-and-feminism/2025052881919), [[4]](https://www.glamourmagazine.co.uk/article/fashion-industry-womens-football)
* Paragraph 2 – [[1]](https://fashionunited.uk/news/fashion/stine-goya-and-umbro-kick-off-collaboration-blending-fashion-football-and-feminism/2025052881919), [[2]](https://www.standard.co.uk/lifestyle/fashion/stine-goya-bumble-copenhagen-fashion-week-competition-model-a4192366.html), [[4]](https://www.glamourmagazine.co.uk/article/fashion-industry-womens-football)
* Paragraph 3 – [[1]](https://fashionunited.uk/news/fashion/stine-goya-and-umbro-kick-off-collaboration-blending-fashion-football-and-feminism/2025052881919), [[3]](https://hypebeast.com/2023/10/umbro-make-new-upcycling-campaign-imagery), [[5]](https://hypebeast.com/2023/2/stine-goya-fall-winter-2023-copenhagen-fashion-week-menswear-womenswear-runway)
* Paragraph 4 – [[1]](https://fashionunited.uk/news/fashion/stine-goya-and-umbro-kick-off-collaboration-blending-fashion-football-and-feminism/2025052881919), [[6]](https://kendam.com/news/fashion-shows/stine-goya-fall-winter-2024-25-runway)
* Paragraph 5 – [[1]](https://fashionunited.uk/news/fashion/stine-goya-and-umbro-kick-off-collaboration-blending-fashion-football-and-feminism/2025052881919), [[3]](https://hypebeast.com/2023/10/umbro-make-new-upcycling-campaign-imagery), [[6]](https://kendam.com/news/fashion-shows/stine-goya-fall-winter-2024-25-runway)
* Paragraph 6 – [[1]](https://fashionunited.uk/news/fashion/stine-goya-and-umbro-kick-off-collaboration-blending-fashion-football-and-feminism/2025052881919), [[2]](https://www.standard.co.uk/lifestyle/fashion/stine-goya-bumble-copenhagen-fashion-week-competition-model-a4192366.html), [[4]](https://www.glamourmagazine.co.uk/article/fashion-industry-womens-football)

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## Bibliography

1. <https://fashionunited.uk/news/fashion/stine-goya-and-umbro-kick-off-collaboration-blending-fashion-football-and-feminism/2025052881919> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/lifestyle/fashion/stine-goya-bumble-copenhagen-fashion-week-competition-model-a4192366.html> - In July 2019, Danish designer Stine Goya partnered with the social networking app Bumble to offer women the chance to model in her Spring/Summer 2020 show at Copenhagen Fashion Week. The initiative aimed to challenge industry stereotypes and promote diversity and empowerment in fashion. Applicants were required to download Bumble and apply through the app, with winners receiving a full fashion week experience, including walking the runway and receiving a complete outfit from the brand.
3. <https://hypebeast.com/2023/10/umbro-make-new-upcycling-campaign-imagery> - Umbro's 'Make New' upcycling campaign concluded in October 2023, focusing on sustainability by transforming old football kits, boots, and balls into new designs. Designers like EGOR, who won the campaign, created innovative pieces such as a full-leather racing jacket made from football boots and balls. The initiative encouraged the community to participate by sharing their own creations and provided opportunities to collaborate with Umbro on unique projects.
4. <https://www.glamourmagazine.co.uk/article/fashion-industry-womens-football> - The fashion industry's growing interest in women's football is highlighted in this article, noting collaborations like Balenciaga's AW20 season featuring football jerseys and Aries X Umbro's 2021 capsule collection. Designers such as Hattie Crowther have also incorporated football themes into their work, using fashion as a platform to address issues like inequality and celebrate identity. The piece underscores the increasing integration of women's football into mainstream fashion narratives.
5. <https://hypebeast.com/2023/2/stine-goya-fall-winter-2023-copenhagen-fashion-week-menswear-womenswear-runway> - Stine Goya's Fall/Winter 2023 collection at Copenhagen Fashion Week drew inspiration from Hans Christian Andersen's 'Snow Queen,' featuring bold hand-drawn graphics and diverse fabrications. The collection included floral illustrations on coats, metallic dresses, and sportswear pieces suitable for winter activities. The use of vibrant colors and intricate embroideries showcased Goya's attention to detail and the collection's maximalist identity.
6. <https://kendam.com/news/fashion-shows/stine-goya-fall-winter-2024-25-runway> - Stine Goya's Fall/Winter 2024-2025 collection, titled 'ART.WORK.,' was unveiled in January 2024 at the brand's atelier. The show featured an exclusive exhibition by artist David Risley, with the collection translating the atelier's details into ready-to-wear pieces. Highlights included a floor-length dress adorned with an ink drawing of a winding staircase and a silk scarf featuring Risley's painting reminiscent of Delacroix's 'Women of Algiers.'
7. <https://kendam.com/news/fashion-shows/stine-goya-spring-summer-2024-runway> - Stine Goya's Spring/Summer 2024 fashion show took place in a Copenhagen residential area, with residents watching from their windows. The unconventional runway featured tables adorned with clothing, cutlery, and china, blurring the lines between reality and the runway. The collection masterfully intertwined elements of nostalgia with a modern approach, showcasing ombre denims and checkerboard sweaters reminiscent of a bygone era.