# Style Of Our Own launches dynamic platform to reshape women’s sport retail and grassroots engagement



Style Of Our Own (SOOO) emerges as a distinctive and timely initiative in the landscape of women's sport, embodying a bold vision to celebrate and empower female athletes while championing grassroots participation. Launching as both a physical pop-up store on London's Regent Street and an online hub, SOOO curates cutting-edge sports gear from independent UK-based brands exclusively designed for women. This initiative offers a unique one-stop shop experience that spans footwear, apparel, accessories, and specialist equipment, positioning itself as a vital platform for inclusivity and female-led design in the sportswear industry.

Backing the venture is a strong community-driven mission supported by major partners such as Mastercard and Westminster’s Meanwhile On programme. The store is more than retail; it functions as a movement, offering an events programme packed with panels, workouts, and community activities. Included in its dynamic space is a three-a-side football pitch, designed to allow customers to test products in action—an innovative approach that fosters a tangible connection between athletes and the gear they use. According to the Regent Street Online announcement, this multi-dimensional agenda aims to elevate grassroots women's sport, showcase the talents of female athletes, and support small, independent brands seeking visibility and growth.

This development aligns well with the broader momentum in women's sport, particularly rugby, where England's Red Roses are preparing to defend their place as world leaders. Set to compete in the expanded Women’s Rugby World Cup 2025, which has grown to include 16 nations, England heads the tournament as the world’s top-ranked team, riding a sustained winning streak. ESPN’s coverage highlights the Red Roses’ confident bid for a fifth World Cup title, framing the event as a significant milestone in the game's growing global profile. These international advancements underscore the increasing visibility and competitive stature of women’s rugby, dovetailing with domestic efforts to nurture participation.

Beyond retail and elite competition, the grassroots level of women’s rugby is receiving notable attention from major sponsors keen to invest in the sport’s foundations. British Airways, for example, has launched the Spaces For All Fund, a three-year programme backing rugby clubs committed to increasing women and girls’ participation. The fund has already provided support to grassroots clubs like Plymouth Albion RFC and Plymstock Oaks, upgrading social and outdoor facilities to create more welcoming environments. This corporate engagement highlights sport’s capacity to foster community cohesion and enhance accessibility, reflecting a shared ambition to broaden participation and inclusivity nationwide.

Meanwhile, innovation in sports science is taking centre stage in advancing women’s rugby performance and wellbeing. The Welsh Rugby Union has pioneered the use of PLAYER.Connect technology with the Wales Women’s team, tailoring training regimens and nutritional guidance to athletes’ individual menstrual cycles. This gender-specific, data-driven approach includes expert pelvic floor training and menstrual education, supported by Vodafone as a founding partner. Such forward-thinking programmes mark a significant evolution in how female athletes’ physiological needs are integrated into training, signalling a new era of personalised sport science that benefits performance and health.

Together, these developments—from the retail revolution led by Style Of Our Own and the expanding global stage of the Women’s Rugby World Cup to grassroots investment and progressive sports science—paint a holistic picture of a rapidly transforming ecosystem for women’s sport in the UK. Each element contributes to a broader cultural shift that elevates female sport, promotes inclusivity, and supports a diverse and thriving sporting community.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/sport/rugby/womens-rugby-world-cup/women-sport-popular-grassroots-sportswear-b1240005.html), [[4]](https://www.regentstreetonline.com/news/style-of-our-own), [[5]](https://www.styleofourown.com)
* Paragraph 2 – [[4]](https://www.regentstreetonline.com/news/style-of-our-own), [[1]](https://www.standard.co.uk/sport/rugby/womens-rugby-world-cup/women-sport-popular-grassroots-sportswear-b1240005.html)
* Paragraph 3 – [[2]](https://www.espn.co.uk/rugby/story/_/id/45965153/womens-rugby-world-cup-2025-squad-lists-fixtures-rankings?device=featurephone)
* Paragraph 4 – [[6]](https://mediacentre.britishairways.com/pressrelease/details/22638)
* Paragraph 5 – [[7]](https://www.wru.wales/2023/04/wales-women-leading-the-tech-revolution/)
* Paragraph 6 – [[1]](https://www.standard.co.uk/sport/rugby/womens-rugby-world-cup/women-sport-popular-grassroots-sportswear-b1240005.html), [[2]](https://www.espn.co.uk/rugby/story/_/id/45965153/womens-rugby-world-cup-2025-squad-lists-fixtures-rankings?device=featurephone), [[4]](https://www.regentstreetonline.com/news/style-of-our-own), [[6]](https://mediacentre.britishairways.com/pressrelease/details/22638), [[7]](https://www.wru.wales/2023/04/wales-women-leading-the-tech-revolution/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.standard.co.uk/sport/rugby/womens-rugby-world-cup/women-sport-popular-grassroots-sportswear-b1240005.html> - Please view link - unable to able to access data
2. <https://www.espn.co.uk/rugby/story/_/id/45965153/womens-rugby-world-cup-2025-squad-lists-fixtures-rankings?device=featurephone> - ESPN’s preview of the Women’s Rugby World Cup 2025 covers squad lists, fixtures and rankings as the tournament approaches. It emphasises England, the Red Roses, as strong favourites, noting their No.1 world ranking and a long winning streak as evidence of their dominance. The article outlines England’s Pool A opponents and lists the full squad, with key backs and forwards named for the competition. It also discusses the expansion to 16 nations and the scale of the event, including host venues and fixture dates. Overall, the piece frames England’s bid for a fifth World Cup title with confidence and detail.
3. <https://www.world.rugby/RANKINGS> - World Rugby’s rankings page explains how the global system scores teams in both the women's and men's game. It outlines the 'Points Exchange' method used to calculate rankings, taking results, relative strength, margin of victory and home advantage into account. The page defines 'common terms', describes how teams’ ratings span 0 to 100 and notes adjustments during World Cup events. It also showcases schedules, fixtures and articles detailing shifts in rankings, with sections on biggest movers and historical trends. The resource serves as a practical reference for fans following the dynamic, data-driven rankings of international rugby across both codes today.
4. <https://www.regentstreetonline.com/news/style-of-our-own> - Regent Street welcomes Style of Our Own (SOOO), a bold new pop-up dedicated to women’s sport, launching on Regent Street in June 2025. The store presents itself as a one-stop destination for cutting-edge, UK‑made women's sports gear across multiple brands. The venue is positioned as a movement, offering not only shopping but also an events programme, including panels, workouts and community activities, and a three-a-side football pitch to test equipment. The project is backed by Mastercard and Westminster’s Meanwhile On initiative, with a community‑driven mission to showcase female athletes, empower small brands and champion grassroots sport for women everywhere today.
5. <https://www.styleofourown.com> - Style Of Our Own (SOOO) is a London-based concept store and online shop dedicated to women's sport. The site presents SOOO as a hub for cutting-edge gear from UK brands, with a focus on inclusivity and female-led design. Visitors can browse multiple product categories, from footwear and apparel to accessories, and access events, location details and supplier brands. The brand highlights partnerships and sponsorships, showcases a community of women in sport, and directs shoppers to the Regent Street pop-up and other activities. The content reinforces SOOO's mission to celebrate female athletes and nurture a supportive, independent sportswear ecosystem for all.
6. <https://mediacentre.britishairways.com/pressrelease/details/22638> - BA's press release announces the British Airways Spaces For All Fund, a three-year investment backing grassroots rugby clubs, particularly to boost participation among women and girls. The message confirms BA as Official Airline Partner to England Rugby and details the fund’s first recipients, Plymouth Albion RFC and Plymstock Oaks, highlighting improvements to social, hospitality and outdoor spaces at clubs. The release frames sport as a community-building force and emphasises the airline’s broader commitment to England Rugby and female sport. It also notes the partnership’s ambition to broaden access, inclusivity, and participation across levels of the game across communities nationwide today.
7. <https://www.wru.wales/2023/04/wales-women-leading-the-tech-revolution/> - Welsh Rugby Union's page highlights how Wales Women are at the forefront of sports science and health innovation, detailing the use of PLAYER.Connect to tailor training to individual menstrual cycles. The piece explains that the system links physiological data with cycle phase to personalise diet, training and match preparation. It notes expert guidance on pelvic floor training and menstrual education as part of the broader health programme for Wales Women. The article emphasises Vodafone’s role as founding partner supporting women’s rugby and underlines the importance of data-driven, gender-specific approaches in modern sport. It signals a broader shift in sport today.