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Fashion student focuses collection on female power lifters

A Kingston University fashion graduate has developed a sportswear collection inspired by female power lifters. Charli Cohen, who is also a personal trainer, wanted to explore the psychology behind clothing choice. "I was keen to investigate how certain garments might inspire the wearer to train harder or faster," she says.

The range uses technical fabrics to enhance performance, with base layers sitting beneath high-concept outerwear garments. Stand-out pieces include the Deadlift Parka, with muscle-anatomy inspired cut-outs and built-in lifting hooks, and the Tyre Pull Jacket, which comprises three layers with an integrated harness, anatomically curved sleeves and wrist support wraps.

Thanks to her range, Cohen was nominated for two prestigious fashion industry awards. The 22 year old commented that she hopes to break the stereotype around showy muscle-bound masculinity which dominates the sport. "Unlike the stereotype, these women are understated and extremely dedicated. I love the fact that once they're outside the gym you'd never guess they could bench press their own bodyweight – there's something quite undercover about it." *fp*



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In this section

- P60 Breast intentions // Getting the right bra for the job
- P63 Hero instructor // Darren Williams
- P66 Laughing fit // Fat loss