

FASHION

## Russell Westbrook's Label Honor the Gift Has Officially Arrived in LA

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Photo: FWRD / Honor the Gift

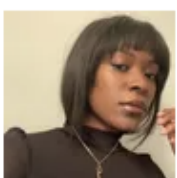
How does an NBA superstar (who scored 18 points, collected 8 rebounds, and dished out 8 assists just *this* week) still find time for fashion? It's second nature; according to Russell Westbrook, "it's like hand and feet for me, I'm very competitive." In addition to being a professional athlete, Westbrook creative directs his label Honor the Gift, which he launched in 2017 in an attempt to take his love for fashion to the next level. And just a couple of months ago, the Lakers point guard opened Honor the Gift's first store in Los Angeles in the heart of West Hollywood; as Westbrook explains to *Vogue*, it's a location with significance.

"I'm big on finding ways to impact communities globally, especially in my hometown Los Angeles," says Westbrook, "and finding ways to impact the underserved and underprivileged."

When it comes to fashion, Westbrook has never been afraid to step outside of the box. He's got a penchant for Thom Browne skirts and who could forget his internet-famous poncho? But as it relates to Honor the Gift and its new outpost, inclusivity was key. "It's not just for shopping, but [for hosting] community events, fundraisers, whatever it is, I'll be able to use the space for work and be able to connect with the community faster," he continues. Within the Honor the Gift store, shoppers can expect the label's streetwear classics and elevated basics with a subtle genderless approach. Standout pieces include graphic tees, letterman-style jackets, knitwear sets, and monogrammed accessories.

Since the brand's inception, Honor the Gift has continued to exceed Westbrook's humble expectations; the label retails in over 300 stores internationally and so a flagship location was the natural next step. Though he has toyed with the idea of an elaborate ready-to-wear future for his designs, at its core, Honor the Gift is a brand that intends to embody accessibility. "I'll make sure that it stays affordable," says Westbrook, "because that is my ultimate goal."

The store, designed by Westbrook and Haus of Design, is an ode to its surroundings incorporating mixed materials to make up one vision. The open floor plan is surrounded by Honor the Gift pieces with a communal seating space at its center.



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