

presented by LYCRA®

# Give 'em What They Want

## Trends in performance fabrics and apparel.

Consumers are asking for multiple performance benefits within one fabric/garment. “At the same time, they tell us, Don’t over-engineer—deliver good, high-quality basics at value price points,” according to Cathy Knowles, Invista Activewear manager. This “updating the basics” theme is allowing brands to incorporate Invista performance fibers into new fabrics. Examples of how companies are bringing performance fabrics into their lines are found in yoga apparel, T-shirts and tracksuits.

### LOOSE FIT FOR LOOSE LIMBS

The booming popularity of yoga has spurred a revolution in yoga apparel. Traditional body hugging activewear is being replaced with looser fitting apparel that has good shape retention, made possible with Lycra® fiber.

Sporting goods manufacturer prAna specializes in yoga wear. Its most popular yoga pant, the Asana, has drawstring waist, loose-fitting legs and contains Tactel®/Lycra®. The draping, yet stretchy pant is so popular, an Asana spin-off is in the works, said prAna president Beaver Theodosakis.

“You have four-way stretch and great freedom of movement,” Theodosakis said. “The washability is great, and it feels good on the skin.”

Moving Comfort sportswear for women also uses Invista products in their yoga line. Says president and founder Ellen Wessel: “For yoga apparel, women want softness, breathability and fluidness of fabric. It needs to have really good drape and shape retention. Lycra® is an important ingredient in our products.”

### TO THE GYM AND BEYOND

T-shirts and tracksuits with Lycra® are showing up from the runway to the fairway. Combined with



Loose fitting yoga pants from prAna feature Tactel®/Lycra®

polyester, nylon, cotton—and even rayon and modal—nearly any hard yarn can be combined with Lycra® in loose fitting silhouettes for enhanced performance and appearance.

Everlast has been adding Lycra® to its fabrics for its men’s and women’s T-shirts and tracksuits to great consumer response. The company’s loungewear for men includes T-shirts with 5 percent Lycra®, and tracksuits in the EverDri™ line contain 12 percent Lycra® for a stylish, relaxed fit.

“I think the important thing about Lycra® in products is the comfort—just having that freedom of movement and agility,” said Nadia Dilbert, Everlast merchandising manager for men’s apparel. “People are not just wearing these clothes to the gym. They’re going out on their leisure time to enjoy the products, to enjoy the comfort.”

Women, too, are drawn to T-shirts and tracksuits enhanced with Lycra®, said Brenda Connolly, Everlast vice president of merchandising for women’s apparel.

“These are so popular because this whole comfort thing has become so big,” Connolly said. “Nothing is more comfortable than wearing a performance tracksuit with Lycra®.”



On Jerson Ravelo: EverDri™ Muscle tee and workout pant

On Stacy: Everlast wrap tank top and dance pant

## FOUR DISTINCT “SPORTS ATTITUDES”

Invista, formerly DuPont Textiles & Interiors, recently completed an in-depth study that identified a global vision of the activewear consumer. “Consumer research showed us that athletes at all levels look for performance, but they define ‘performance’ differently, based on their sports attitude and the type of sport they participate in,” said Cathy Knowles, Invista activewear manager. Four distinct “Sports Attitudes” emerged from the research, each demanding a different level of performance from their apparel and gear.

**ADRENALINE** These consumers don’t participate in sports—they conquer them. They demand activewear and accessories with high-tech features that give them the ultimate edge. Compression apparel with Lycra Power™ and the quick-drying properties of Coolmax® Extreme help meet the needs of this consumer.

**BALANCE** This consumer strives for equilibrium in all aspects of their life - physical, mental and spiritual. In activewear, they seek a balance between comfort, performance and fashion. This consumer selects garments that fit well and feel good against their skin. They prefer apparel that delivers easy comfort, a personalized fit and a soft, natural feeling. Lycra®, in all fabric blends, delivers a perfect fit and unrestricted freedom of movement, and helps create a comfortable style. The cottony-soft performance of Supplex® and the carefree comfort and style of Tactel® are also important for this consumer.

**PLAY** The motivation for this consumer group is social: spending time with family and friends. They love activewear that is classic, comfortable and flattering. The easy-style and easy-care benefits of Lycra® and Teflon® fabric protection are important considerations when this consumer selects apparel.

**EXPRESSION** This is the “look at me” consumer. They seek the latest trends in activewear to express their spirited style. Their apparel needs to embody their individual personalities and attitudes toward life. They look for modern, sumptuous fabrics with visual electricity and impact. Fashion-forward styles with breakthrough benefits, like an aerodynamic fit or metallic fabric, help create the “look at me” style this consumer craves.