

ACTIVEWEAR

Sales of activewear are at an all-time high. According to the market research firm NPD Group, activewear sales generated \$35 billion in 2014 and made up nearly 17% of the entire American clothing market.

Activewear is clothing worn for sport or physical exercise and uses the latest in performance fabrics and technology to ensure that apparel can stand up to the intense demands of sporting disciplines like running, cycling, swimming, and gym-work. Activewear includes tops, shorts, tights, socks, jackets, sports bras and so much more. The right activewear can enhance your training and performance. Fabric and fit are probably the most important factors when choosing activewear

FABRIC

Fabrics are designed for different purposes. Some fabrics pull sweat away from your skin and others absorb it. When it comes to workout clothes, some choices are better than others depending on your workout.

Wicking:

Wicking fabrics are breathable synthetic fabrics that provide moisture control for an athlete's skin during a mid to high intensity workout. In essence, the fabric "wicks" the sweat away from your skin which can help it evaporate quickly and keep your body cool.

Wicking fabrics tend to be soft, lightweight and stretchy, making them an excellent choice for activewear. This broad category of fabrics is used to make garments like T-shirts, sports bras, running and cycling jerseys, socks, and polo-style shirts for any physical activity where the goal is to keep your skin as cool and dry as possible.

Moisture-wicking fabrics are used to make apparel for outdoor activities such as hiking, fishing, mountain biking, snow skiing, and mountain climbing.

There are a number of products marketed for their wicking. Many of these products are used as a blend with each other or with cotton. Additionally, these products may be branded under a variety of names such as Dri-Fit, CoolMax, Vapor and Climalite.

1. **Polyester** - Polyester is the workhorse of the workout fabrics and is the one you see on labels most often. Basically plastic cloth, it's durable, wrinkle-resistant, lightweight, breathable, and non-absorbent.
2. **Spandex** - Also known as elastane and by the brand name Lycra, spandex puts the stretch in workout wear. The synthetic fabric can expand to nearly 600 percent of its size, offers an unrestricted range of motion, and then snaps back in place. Spandex is an anagram for expands.
3. **Emerging Performance Fabrics** - The next big thing in activewear is products that provide even more benefits. Benefits include improved wicking, temperature control, UV protection and anti-odor properties. Bamboo is an example of a new, emerging performance fabric. These products may also be more expensive.

Cotton:

Cotton can also be a good choice when choosing activewear. Cotton is a breathable, soft, comfortable and natural fiber that works well for lighter workouts. Cotton also tends to be less expensive than synthetic activewear. However, cotton is very absorbent and is slow to dry. When wet, cotton holds the moisture next to your body.

FIT

Choose activewear that fits your body and your workout. For example, if you are running or biking, avoid wide-leg or loose pants/leggings. Likewise, for activities such as yoga or Pilates, choose stretchy, fitted fabrics. Additionally, avoid fabrics that could chafe or irritate your skin during repetitive movement.

Pay closer attention to fit more than than size because some workout clothes tend to run smaller and more form fitting than regular clothes.

COST

There are many factors to consider when shopping for activewear. You may be surprised at how much activewear costs. Paying the top dollar does not necessarily mean that you will get the best activewear for you. Be sure that whatever price you choose to pay for activewear that it is the right activewear for you and that it meets the needs you desire.
<https://makersrow.com/blog/2014/08/powerful-tips-for-manufacturing-an-activewear-line/>