

SPANDEX, NYLON AND ACRYLIC - MOST ESSENTIAL MATERIALS FOR ATHLEISURE

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Trending Looks of Athleisure and 2milewear Are Possible Only Because of Special Performance

Fabrics.

We can see Athleisure which is trending has the best of all the world looks. Things are borrowed from Activewear, Streetwear, Workwear, and Gymwear.

As per the Boston Consulting Group and RAI joint study on the resurgence of Retail in India, it found that Indian consumers are responding to Athleisure very well. A major reason is working from culture, attention to health, and dressing for comfort.

In another report by WGSN, Social media tracker #COMFORT, whereas there is a decline in the total consumption, we see is a significant rise in the requirement of comfort and loungewear clothing. As per the report, items need to be multi-functional. We need more out of our clothes.

It seems that the current scenario of work from home is likely to continue for a long time now. We would be getting dressed up in easy-care tops and joggers. Would be going out in 2mile style to grab a cup of coffee with friends or working out just before the 4 pm meeting. All these are possible and happening because of some innovations that happened in the fibers and finishes.

Most of the natural fibers are not easy-care, relatively poor in moisture management, and restrict movement. Here innovative synthetic materials like Nylon, Spandex, and Acrylic can play a great role. OnceOnce adds a lot

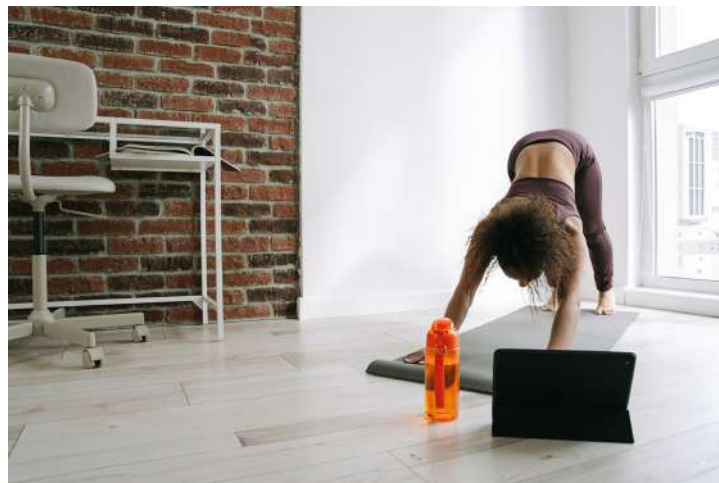


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of value. We can also blend natural and synthetic fibers to get the best of both worlds.

Let's have a look at attributes of these manmade fabrics which are contributing to make them the choice of material for Athleisure and 2milewear.

Nylon

Nylon (also known as Polyamides) has some unique properties. It's coming out as the outcome of research for an alternative to silk. Apart from its durability and easy-care properties, it's famous for its soft hand feel (remember its silk alternative). Soon after its commercial launch in 1940 Nylon got instant fame. During that time the Nylon stockings were sold twice the price of Silk stockings.

Its properties like soft hand feel, high resistance to sunlight, high melting point. Also, its easy care, abrasion resistance, and High resistance to mildew, ETC., rot makes it the idealistic choice for Athleisure.

It can blend with cotton, viscose, modal, wool, or any other fiber to add value to the fabric. It has its elasticity but with spandex, you can move it like anything.

Nylon and Nylon blends can be seen in tops, sweatshirts, shorts, track pants, and leggings.

You can follow in these fashion styles from the Athleisure collection on yellowbacks.com

