

# The Active Consumer

## Activewear Helps Women Find Their Comfort Zone

(NAPSA)—As life becomes busier and more hectic, active women are seeking ways to combine exercise and relaxation to reduce stress and stay fit.

Step aerobics, spinning and kickboxing are great for the heart and muscle-building, but hardly a tonic for what ails the growing number of women seeking harmony and relaxation in a stressful world.

Enter yoga, deep breathing and, yes....just plain relaxing.

According to recent reports in *Women's Wear Daily* and *Sporting Goods Business*, retailers looking for opportunities in a difficult retail climate are seeing a measurable surge in business for what apparel industry executives are calling "comfortwear."

This category has been loosely defined to include sleepwear, loungewear, activewear and spa-related separates.

Champion, a leading supplier of athletic apparel, responds to this need with its new INNEROLOGY™ Wicking Wear line. Says Heather Stefani, senior marketing director for Champion, "The INNEROLOGY™ line includes easy-to-wear styles like T-shirts and boxers that are incredibly soft and lightweight. They are designed to function as a base layer during exercise or on their own as loungewear or sleepwear."

Fueling the fire of this comfort trend are the latest advances in fabric technology. There are now a variety of synthetic fabrics that mimic the look and feel of cotton with superior moisture wicking properties.

High-tech fabrics formerly reserved primarily for activewear are being incorporated into the clothes we love to wear everyday,



**A new line of clothing makes exercise and relaxation more comfortable for women.**

such as the wide range of jeans and T-shirts that now feature a touch of Lycra™ spandex.

Champion's new "Everyday" bra is a perfect example of this trend—these bras use Champion's exclusive Double Dry fabric technology, a super-wicking material that's well known in the sports bra market, for a variety of casual, soft-cup and underwire styles.

More and more active women are embracing fitness pursuits that foster a sense of relaxation and comfort. Apparel companies are quickly responding to this attitude shift with well-designed clothes.

"Indeed," says Stefani, "we seem to be entering an era where the new fitness standard is not measured in reps per minute and number of pounds pressed, but in how well one balances the needs of body, mind and spirit." For more information about Champion's new INNEROLOGY™ line of comfortable clothing, visit their Web site at [www.championforwomen.com](http://www.championforwomen.com).