



Industry Trends: PERFORMANCE VS. CASUAL WEAR

Over the past few years, a new general apparel trend has been seeping into the athletic apparel industry: *Casual Activewear*. So much so, that this fairly new category now has an official name: 'Athleisure'. This style group is literally visible everywhere - taking on a fashion genre of it's own. According to Forbes sports industry analyst, Marshal Cohen, *"Athleisure is no longer a trend – it is now a lifestyle that is too comfortable, for consumers of all ages, for it to go away anytime soon."*

While true technical performance fabrics offering their [wicking](#) function and support remain top ranking for serious runners and fitness diehards, the ever- growing category of occasional event participants should not be overlooked. This Athleisure group is opting for more casual, everyday comfort and loose fitting stylish and sporty options. More and more, the yoga pant – slouch tee and hooded sweatshirt look is no longer just for spectators, it's showing up in most activity based events. Still, in many race events, each group represents a participant apparel presence.

At **Leslie Jordan**, we too have noticed and responded to product requests for this steadily increasing apparel group. In fact, we have produced 3 casual blend shirt lines:

Blend: Our most casual and relaxed cotton/poly [blend shirt](#).

Soft and lightweight, and rapidly becoming our most requested relaxed everyday wear fabric in any style.



Soft Tech: At LJI we **are** ahead of the trend! Our original Soft Tech line has been around for several years now. 100% Spun Poly Performance with the soft feel of cotton. Available in solids or heather fabrics, in any style or color.



Heather Poly Ultra: Most recently introduced new line of casual performance wear. Our new Ultra combines polyester with spandex, two classic tech fabrics for an incredible 4-way stretch & lightweight fit. The feel of this fabric is light and loose offering incredible athletic movement. Runners LOVE IT! Because it's available in any style or color, [Heather Poly Ultra](#) is a great choice.



All of these fabrics are manufactured with inventive woven techniques to create attractive casual event apparel that offers comfort, form and function. These shirt collections are currently in our inventory warehouse for immediate shipping. In addition, we custom manufacture all blend lines in many different styles with a great variety of specific options and colors for both men and women.

For more info or free samples, contact us at LeslieJordan.com