

The background of the entire image is a light gray gradient. Scattered across this background are numerous water droplets of various sizes and shapes. Some are large and prominent, while others are small and subtle. The droplets have a realistic, three-dimensional appearance with highlights and shadows, suggesting they are on a smooth surface.

NEW FRONTIER OF THE INTIMATE APPAREL - ATHLEISURE

BY ANDREW SIA

BACKGROUND

- PUBLISHER OF THE E-JOURNAL FOR INTIMATE APPAREL
- AVAILABLE QUARTERLY THROUGH ONLINE SUBSCRIPTION
- MISSION STATEMENT: “TO MAKE THE IAJ AN INVALUABLE TOOL FOR THE INTIMATE APPAREL INDUSTRY FOR LEARNING, TRAINING, SHARING AND ASSISTING ONE ANOTHER”.
- MAIN FOCUS: TECHNICAL | SUPPLY CHAIN | SUSTAINABILITY | FASHION & DESIGN | MARKET INTELLIGENCE
- PRODUCTS: INTIMATE APPAREL, SWIMWEAR, SPORTS BRA, ACTIVEWEAR ALIAS ATHLEISURE, LIFESTYLE

INTRODUCTION - ATHLEISURE

- MAIN FOCUS
 - SPORTS BRAS
- OTHER INTRODUCTION (NOT PRESENTED THIS TIME)
 - SHORTS
 - PANTS
 - TOPS
 - JACKETS

SPORTS BRA

- HISTORY
- BREAST MOTIONS
- DIFFERENT LEVELS OF CONTROL
- CONSTRUCTION DETAILS OF THE SPORTS BRA
- CHARACTERISTICS OF THE SPORTS BRA
- BUSINESS OF ATHLEISURE IN THE US
- RATINGS OF THE SELECTED SPORTS BRA
- BRANDS ON THE WATCH-LIST

HISTORY

- FIRST “EXERCISE BRA” KNOWN AS “JOCKBRA” INVENTED BY LISA LINDAHL IN 1977
- PLAYTEX BOUGHT THE PATENT OF “JOCKBRA” AND STARTED WHAT IS THE SPORTS BRA TODAY

BREAST MOTIONS

- BREAST MOTION DURING EXERCISE
 - VERTICAL
 - HORIZONTALLY
 - LATERALLY

- MOTION STUDY IN WOMAN'S RUNNING
 - VERTICAL - 50%
 - SIDE-TO-SIDE - 27%
 - IN-AND-OUT - 27%

DIFFERENT LEVELS OF CONTROL

- “LIGHT” CONTROL - YOGA AND WALKING
- “MEDIUM” CONTROL - CYCLING, POWER WALKING, JOGGING, DANCING, TENNIS, RESISTANCE AND WEIGHT LIFTING
- “ULTRA” CONTROL - SOCCER, CROSSFIT®, BOXING AND KICK-BOXING, LACROSSE, FIELD HOCKEY, VOLLEY BALL, BASKETBALL, CHEER LEADERS, ENDURANCE SPORTS AND CROSS TRAINING

CHARACTERISTICS OF THE SPORTS BRA

- FABRIC MUST BE BREATHABLE, MOISTURE WICKING,
- HIGH MODULE TO CONTROL AND SUPPORT
- LIGHT WEIGHT AND FLEXIBLE
- DURABLE AND LASTING
- SOFT SEAMS
- STRAPS PROPERLY CHOSEN
- ADJUSTABLE BACK-CLIP
- AESTHETICALLY ATTRACTIVE AND TRENDY

JUNO FEATURES

- 1 **UNICUP DESIGN**
gives support, shape, and complete modesty
- 2 **INTERIOR FRONT YOKE**
prevents vertical breast movement
- 3 **POWERMESH ZONES**
on back offer maximum ventilation
- 4 **FRONT-ADJUSTABLE STRAPS**
with concealed hook-and-loop closure offer a custom fit on the move
- 5 **SOFT-PADDED KEYHOLE BACK CLOSURE**
for added comfort
- 6 **ENCAPSULATION/COMPRESSION**
provides shapely support



BUSINESS OF ATHLEISURE IN THE US

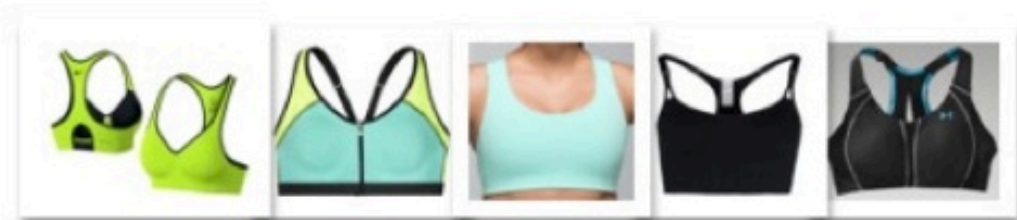
- SPORT ACTIVITIES

- WALKING - 80%
- CARDIO TRAINING - 47%
- AEROBICS - 41%
- RUNNING - 37%
- DANCING - 34%
- YOGA - 33%

RATING OF THE SELECTED SPORTS BRA

- BRAND IMAGE OVERALL
- BRAND IMAGE FOR SPORTS BRA SPECIFIC
- FUNCTIONALITY
- COMFORT
- SUPPORT
- TYPE OF IMPACT
- STYLE
- COST \$
- VALUE

March review



Rating	Nike Pro Rival	VS Knockout	Lululemon All Sport Bra	Splits 59	Under Armour 2.0
Overall Brand Image	5	5	5	4	5
Brand Image for Sports Bra	4	3	4	2	3
Functionality	3	2	4	2	3
Comfort	4	2	4	1	3
Support	3	4	4	0	4
Type of Impact	Ultra	Ultra	Medium	Light	Ultra
Style	2	3	3	2	3
Cost \$	\$65	\$56.50	\$52	\$48	\$59.99
Value	3	2	5	1	4

May review



Rating	Under Armour Eclipse	Nike Pro Classic	VS Ultimate	Lululemon Energy Bra	Stella McCartney Performance Bra
Overall Brand Image	5	5	5	5	4
Brand Image for Sports Bra	3	4	3	4	2
Functionality	4	5	3/4	5	2
Comfort	4	5	4	5	3
Support	3	4	3	5	0
Type of Impact	Medium	Medium	Medium	Light	Light
Style	4	3	3	5	2
Cost \$	\$39.99	\$35	\$55.50	\$48	\$75
Value	4	5	4	5	1

BRANDS ON THE WATCH-LIST

- LULULEMON ATHLETICA - WWW.LULULEMON.COM
- UNDER ARMOUR - WWW.UNDERARMOUR.COM
- NIKE - WWW.NIKE.COM
- YOGAMOGA - WWW.YOGAMOGA.COM
- CALIAN - WWW.CALIASTUDIO.COM
- FABLETICS - WWW.FABLETICS.COM
- SWEATY BETTY - WWW.SWEATYBETTY.COM/US
- OUTDOOR VOICES - WWW.OUTDOORVOICES.COM
- ATHLETA - WWW.ATHLETA.COM
- ZELIA - WWW.NORDSTROM.COM
- CALVIN KLEIN UNDERWEAR - WWW.CALVINKLEIN.US.COM
- ZOBHA - WWW.ZOBHA.COM
- LILY LOTUS - WWW.LILYLOTUS.COM
- SOYBU - WWW.SOYBU.COM
- OLD NAVY - WWW.OLDNAVY.COM
- PRANA - WWW.PRANA.COM
- VICTORIA'S SECRET - WWW.VICTORIASSECRET.COM
- MIKA YOGA WEAR - WWW.MIKEYOGAWEAR.COM
- GAIAM - WWW.GAIAM.COM
- FOOT LOCKER - WWW.FOOTLOCKER.COM