

ACTIVEWEAR 2018

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creora
it's in our every fiber

 HYOSUNG



Nourish it!



Work it!



Own it!



Live it!

Nourish it!

THE MOOD

A surge of wellbeing and harmony collide as a natural nuance in fabric inspiration goes up to a new level. Performance is par for the course in the softer aspects of sports as natural touch fabrics deliver a welcoming embrace, enhanced by discreet function from the inclusion of **creora**® spandex. Quick dry, moisture management fabrics in this sector have body while featherweight knits require the stability of spandex/elastane. Power stretch compression knits for shaping and control deliver a smooth silhouette. Soft velvety, brushed touch features for a strong sense of gentleness, complimented by discreet performance factors

From powdery touch to smooth marblesque surfaces, color becomes an integral part of this direction. Fabric structures pull from the relief of coral through to the hexagonal aspect of honeycomb. A raw and irregular appeal features as this direction doesn't have to be perfect surfaces. Instead look for those that are optically enhanced through contrasting yarns to create an illusive textural effect. Prints play a key role in taking this direction to a new level. Comfort fit and performance guarantee that the body gets what it requires.

ACTIVEWEAR **2018**



BIO MIMICRY



TRANQUIL



REINVIGORATE



PRIME

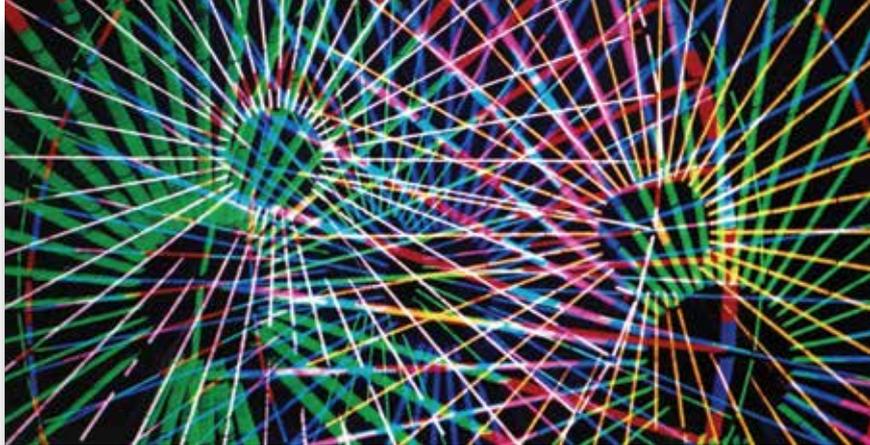
Work it!

THE MOOD

It is time to get energized from the outside in, as high impact activities are enhanced by a new level of performance fabrics. Fashion, function and fit interact with the body, complimented with an explosion of color and textures in pushing performance to new heights, creating an exhilarating experience all round for the wearer. Pure performance is worked to the full with moisture management, quick dry and compression aspects key to getting the most out of high impact activities and protecting the wearer.

The direction is racy and exciting, keen to attain those work out goals. Fabric structure ranges from compact and precise with compression through to textured on the technical side for a micro massaging effect. This is a multi functional at its finest, not just from the brand ingredients and structures of the fabrics, but through the final garment design. Mix and match solid fabrics and prints, the use of vibrant colors enhances the look combined with a stronger feminine style through cutout and inserts. It's sassy, bold and will embrace a new level of lustre, from semi matte through to high gloss.

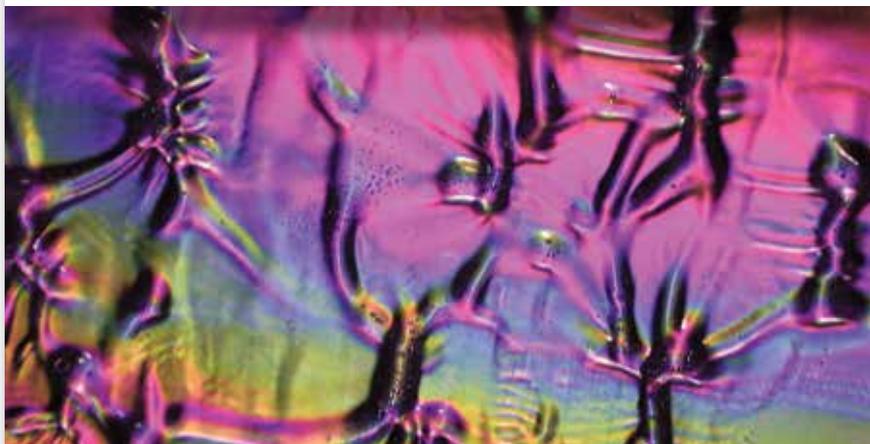
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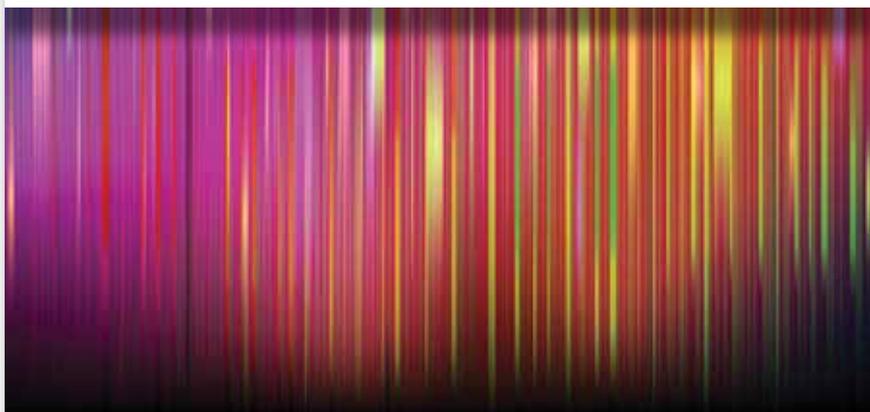
MULTI COLORED



ENERGIZED



SPIRITED



GLOWING

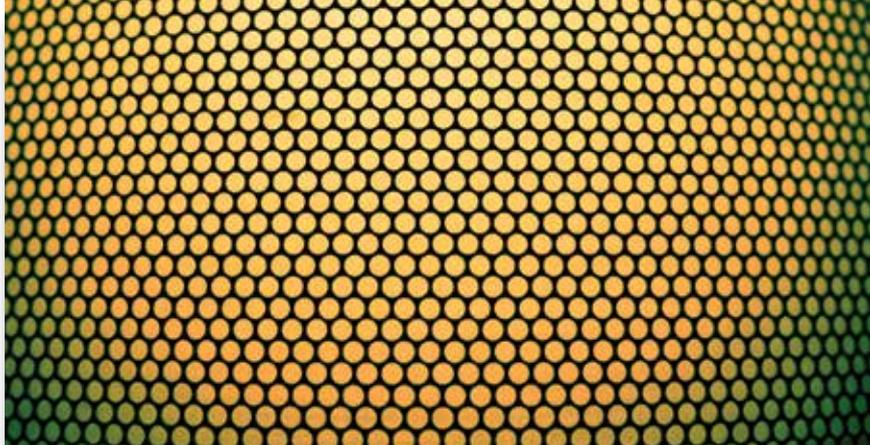
Own it!

THE MOOD

Into the intense workout arena, there is no stopping this direction in pushing forward the premium elements of activewear. It is tough, robust and protective with comfort and lighter weight qualities featuring for the first time. **creora® Power Fit** leads the way as compression fabrics embrace the muscular structure of the body in generating hardcore fabrics that will withstand the physical elements and aid the wearer in beating the most severe obstacles and enduring the most extreme of sports. It is time to **OWN IT!**

Through the interaction of the body and the multi functional fabrics on offer, this direction is certain to meet the demands of adrenalin junkies in reaching their goals. It is tough and resistant, not just in structure but also in color palette. Keep tones deep, contrasting with sharp tones. Warp knits feature for their ability for clean cut finishes, eliminating uncomfortable seams, with heat bonding replacing traditional cut and sew. With a dark side featuring, optical and textural detail features through laminated prints, innovative structures and punch out effects.

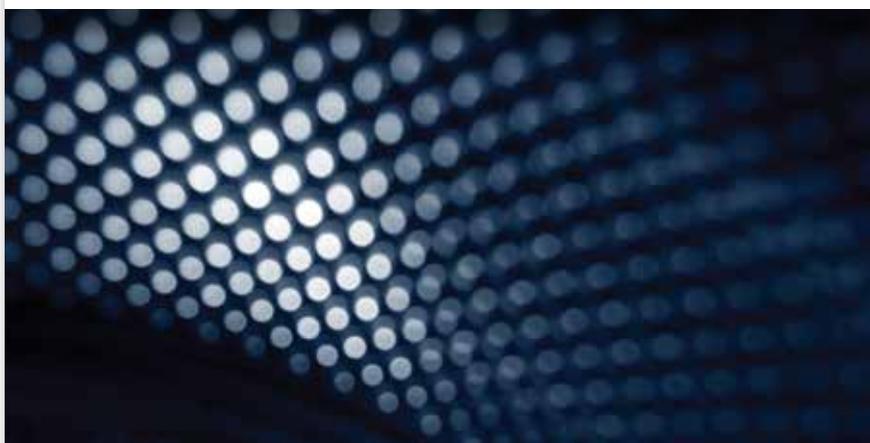
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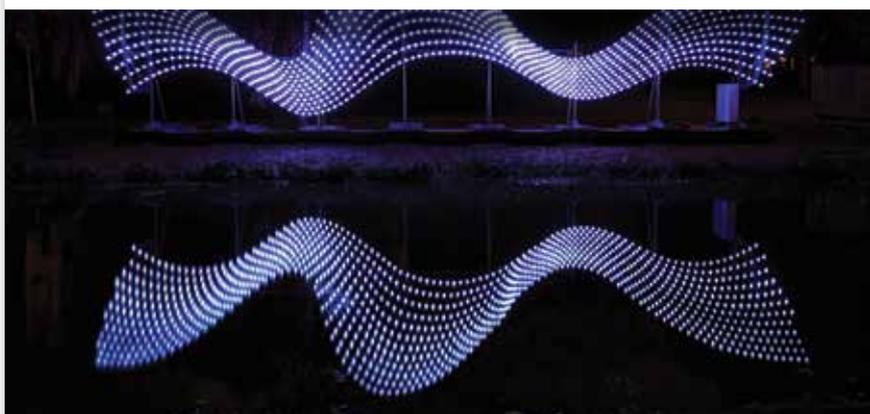
SAFEGUARD



INTENSE



DEFENSE



STIMULATION

Live it!

THE MOOD

Fashion and functionality come into the foray on the activewear front as the desire for comfort continues in force. This direction takes the core performance ingredients and works them into an urban sports direction as well as delivering to the growing athleisure market. The consumer wants the comfort and performance of activewear to blend seamlessly into their daywear, they want all the key benefits but with a strong fashion twist. Additionally, a strong desire for sustainability features as we live life to the full.

For summer delivery look to quick dry and cool touch, whilst for winter it is the interest in thermal aspects that are going to appeal, both seasons teaming with **creora**[®] spandex/elastane. Denim, both knitted and woven features in this group as the ubiquitous street style goes functional with thermal fibers teaming with spandex/elastane for a svelte, flexible and durable finish. This direction also takes on a serious active approach as bi-stretch denim knits and shaping jog jeans deliver an alternative option to the dedicated sports aficionados who want a different look to the traditional offering, and the traditional hoody goes off the scale on performance.

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EXHILARATING



STYLE



PLUSH



ALIVE