Where 100% Performance Cotton Stands in the Athleisure Market

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Abstract

The athleisure market’s newest innovation is producing a 100% cotton fabric that is comfortable, yet durable, and light enough to be used for athletic activity. Athleisure wear is a large market that cotton has started to capitalize on. This study will question how performance cotton compares to the favored characteristics of man-made performance fibers when being used during intensified workouts. To answer this research question, this study will design an experiment that will be demonstrated on girls, ages 18-23. During this study, each person will perform a workout in 100% cotton performance wear and then perform a work out in man-made fabric activewear with the same intensity of workout. Then all subjects will be asked a series of questions, common words/phrases from answers will be counted to fully understand their thoughts and comparisons about the feeling and comfortability of each of the activewear fabrics. This research method will provide the appropriate data to answer our research question but will also conduct a survey for additional insight. The survey will have the same research group guidelines as the experiment to collect more thoughts about performance cotton from a larger amount of girls. After executing the two studies, the expected result is that cotton activewear will be preferred due to the comfort, movability and sustainability. This proposal supports the idea of a softer activewear that people can not only wear to work out in, but also run errands and wear throughout the day while still being comfortable.