

WEARABLES

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Little Clothes, Big Fashion

Trendier than ever, kidswear is changing thanks to parents seeking out the latest fashions and children who are increasingly vocal about their preferences.

BY SARAH KYO

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Apparel margins are remaining healthy even during turmoil. But with trouble brewing on the horizon, distributors offer their best tips to maintain robust profits.

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Yes, there are companies growing – and they have problems too. Find out how to add employees quickly while keeping old ones satisfied.

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Good times or bad times, innovative products will always attract interest. Here are four companies pushing apparel in bold new directions.

BY MATTHEW GEORGE



On Evan, a toddler R-Tek Fleece full zip jacket with anti-pill finish in ultramarine blue (CAR20) from SanMar (asi/84863; Circle 163 on Free Info Card).

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Model: Evan; photography: Mark Priskett; design: Jim Lang. On Model: a pullover hoodie (3326) in royal blue from L.A. T Sportswear (asi/65948; Circle 157 on Free Info Card); pull-on shorts with an elastic waistband (KR234) in dark navy from Dickies Occupational Wear (asi/49675; Circle 141 on Free Info Card).

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Wearables ENVIRONMENTAL STATEMENT. By using eco-friendly paper, Wearables magazine has saved the valuable resources below per year.				
TREES	ENERGY	WATER	GREENHOUSE GASES	SOLID WASTE
95	65mil. BTU	34,642 gallons	10,513 lbs of CO ₂	5,702 pounds

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A top-level discussion of thermoregulation

Performance Primer 490

Senior

Thermoregulation

Thermoregulation is really a simple concept – the ability to maintain a constant temperature despite changing conditions. For apparel, this means a garment needs to keep a person’s body temperature comfortable whether he/she is working strenuously in the heat or toiling in the cold.

Scott Tubbs, vice president/general manager at Dri Duck Traders Inc. (*asi/50835*), understands the demands of harsh conditions. The workers who wear the company’s garments cover a wide spectrum of industries and jobs, from farmers to electricians, as well as the everyday outdoor enthusiast. “They have a need to be comfortable while working in their jobs both outside and inside. The DRI DUCK Extreme (DDX) Collection does just this. It keeps the wearer cool and comfortable no matter what extreme elements are present,” he explains.

The DDX thermoregulation is achieved with waterproof breathable fabrics. “For example,” Tubbs says, “we have a proprietary waterproof cotton canvas, ‘Storm Technology,’ and waterproof soft-shell models for men and women. These jackets allow the wearer to stay comfortable by allowing the body heat to move through the fabric while keeping the elements from passing through the jacket.”

In addition, Dri Duck offers a 3XDry fabric from Schoeller Technologies that has a three-function process: 1) Dry on the inside with a hydrophilic performance finish to wick away the perspiration; 2) Dry on the outside by repelling moisture; 3) Dry in a flash. This fabric helps regulate the wearer’s body temperature and stimulates the natural cooling effect during high heat and activity.

A leader in thermoregulation technologies is Outlast. Its origins date back to 1988 when, in partnership with NASA, thermally adaptive phase change materials were developed and applied to astronauts’ suits to pro-

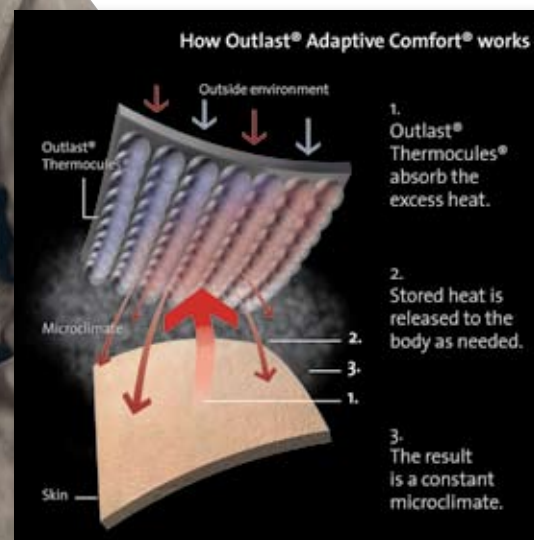
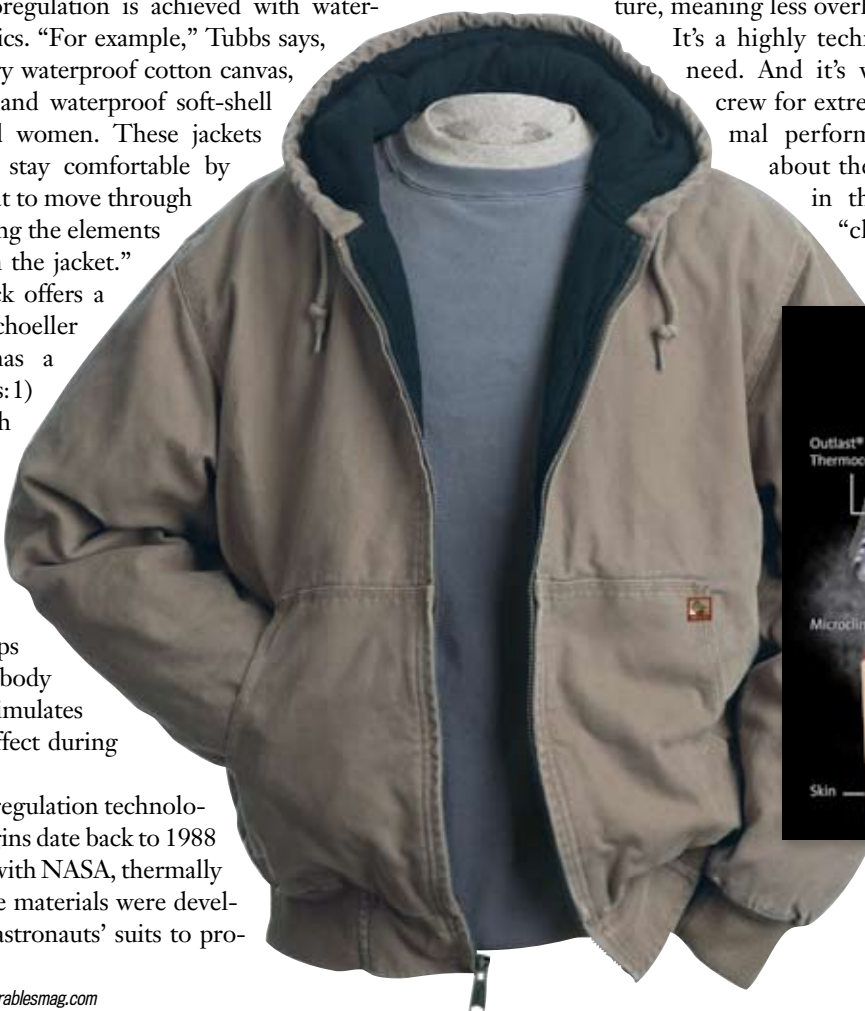
‘The DRI DUCK Extreme (DDX) Collection keeps the wearer cool and comfortable no matter what extreme elements are present.’

Scott Tubbs, Dri Duck Traders Inc.
(*asi/50835*)

tect against the extreme environmental conditions in space. That same technology has since been used in fashion and performance apparel. Outlast has been incorporated into garments by such well-known brands as Pierre Cardin, Cutter & Buck (*asi/47965*) and Eddie Bauer.

Last November, Outlast announced a new milestone that enlarged the possibilities for polyester and other materials. Outlast MIC (Matrix Infusion Coating), an advanced formulation of phase change materials in microcapsules, can now be finely printed onto various flat fabrics such as polyester and cotton. The Outlast microcapsules are incredibly small – approximately 1,000 can fit on the head of a pin. Inside these patented microcapsules, called Outlast Thermocules, substances similar to paraffin are stored, which are capable of phase change. The result of the application is a garment’s adaptation to a person’s body temperature, meaning less overheating, less sweating and fewer chills.

It’s a highly technical solution to a simple, basic human need. And it’s worth understanding when outfitting a crew for extreme work conditions or athletes for optimal performance. Talk to your apparel suppliers about the thermoregulation properties employed in their performance apparel for perfectly “climate controlled” program results.



This Cheyenne jacket from Dri Duck Traders (*asi/50835*, item no. 5020) offers powerful thermoregulation capabilities. Circle 164 on Free Info Card