

‘Premiumisation’ persuades Polartec to head to Performance Days

Textile group Polartec is preparing to showcase its latest technologies at Performance Days for the first time after seeing increasing interest from athletic brands and a “premiumisation” of the market.

At the functional fabric fair for sportswear, which takes place in Munich on November 4 and 5, the company will highlight its Power Wool, Alpha, NeoShell and recycling capabilities.

“With the growth of athletic apparel and the premiumisation of the market, we’re seeing more and more athletic brands investing in premium fabric technologies, so we’re dedicating more resources to cater to them,” said Allison Spahr, Polartec’s vice-president of design.

“Some are using versions of technologies we’ve developed for the outdoor market or the military, and some are working with us to develop versions specifically suited to their needs. It’s all part of the growing demand for more functional apparel for daily attire.”