

## Survey Shows Activewear Is Apparel of Choice for Women

by Bend Weekly News Sources

With the ever-increasing pace of modern life, on-the-go gals are opting for versatile clothing that can transition from working out to running errands seamlessly, while still staying true to their fashionable roots.

Now, the latest trends in activewear are making it easier than ever for women to be stylish and comfortable as they multitask throughout the day.

According to a recent survey conducted by Kelton Research on behalf of Lucy, a Portland, Ore.-based lifestyle apparel company, 50 percent of all American women between the ages of 18 and 50 now dress in activewear regularly - even when they have no intention of hitting the gym. With new figure-flattering designs and high-tech, easy-to-care-for fabrics, women are choosing activewear as their No. 1 apparel choice for everyday activities.

### Weekend Warriors

One in three women say that when they're running errands on weekends they're more comfortable in activewear than anything else. The latest choices in activewear help women keep comfort top of mind with clothes that are as flexible as their schedule.

### Moms on the Move

Activewear is a natural fit for busy moms and moms-to-be who value apparel that moves with every twist and turn. According to the survey, mothers are 26 percent more likely than women without children to regularly choose activewear as they tackle the daily tasks that come with managing a busy family.

### Wash Away Worries

The survey also found that performance features of activewear are important to women. Forty-three percent of respondents want apparel they can throw in the wash without worrying about high-maintenance delicates.

### Prime Real Estate

Gone are the days of uncomfortable jeans and frumpy sweats. With a significant shift in the popularity of activewear among women, prime closet real estate is also experiencing changes. The survey revealed that two out of three American women now dedicate at least half of their closet to activewear.

As the popularity of activewear continues to grow, it's important to choose high-quality, versatile items that are flexible and comfortable. With 42 locations throughout the U.S., Lucy carries an array of styles each season that are ideal for any activity, from carpooling to mountain climbing. For more information, visit [www.lucy.com](http://www.lucy.com).

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