

# Athleisure Trends



3483 unisex jersey muscle tank

**BELLA+CANVAS®**

<https://www.bellacanvas.com/Athleisure>

## The athleisure movement:

It's a power combo of style, comfort, fit and functionality.

And it's got staying power--even haute couture labels are imitating the mainstream success of athletic performance wear brands.

## Millennials and Gen Zers want fashion-forward activewear garments

that let them balance wellness priorities with remote work and at-home responsibilities, without having to change outfits. BELLA+CANVAS has responded to this lifestyle shift with a collection of stylish, cross-functional athleisure styles that fit wearers' multidimensional lifestyles: work, home, the gym and on the go. Due to the variety of athleisure styles and fabrications, there are infinite possibilities for print options and locations. Selling fashion-forward athleisure as branding basics is a surefire sales strategy for 2020.





# upscaled sweatsuits

Athleisure is here to stay, so it's only expected that this year, sweatsuits are in vogue. This year's styles blend on-trend silhouettes, fit and comfort. Between navigating busy schedules, staying active throughout the day, and (for many) enjoying the perks of working from home, sweatsuits and tracksuits are more than just a trend. These loungewear basics are a lifestyle essential.



**3719** Unisex  
Sponge Fleece  
Pullover Hoodie  
DTG Grey

**Style Tips:** Pair your sweatsuit with white tube socks for a vintage vibe (or go heather grey for a sportier look). You can also dress up your sweatsuit with structured blazers and sneaks, or chunky knits and boots.

## Get the Look

- 01 Unisex Jogger Sweatpants (3727)**  
Versatile and super-soft, these fleece pants are perfect for long days on the go, hitting the gym, or just chilling on the couch. Bonus: Pockets to store everything you need and an elastic waistband with drawstring for the comfiest fit.
- 02 Unisex Sponge Fleece Pullover Hoodie (3719)**  
You'll be in vogue and ultra comfortable. This plush hoodie stands up to daily wear, tough enough for workouts and soft enough for luxurious lounging.
- 03 Unisex Sponge Fleece Full-Zip Hoodie (3739)**  
With a relaxed fit and buttery soft feel, this hoodie is your new wardrobe must-have. Layer it over your favorite tee, and pair it with jeans, slacks or equally plush sweatpants.



**3727 jogger  
sweatpants**



**3719 pullover  
fleece hoodie**

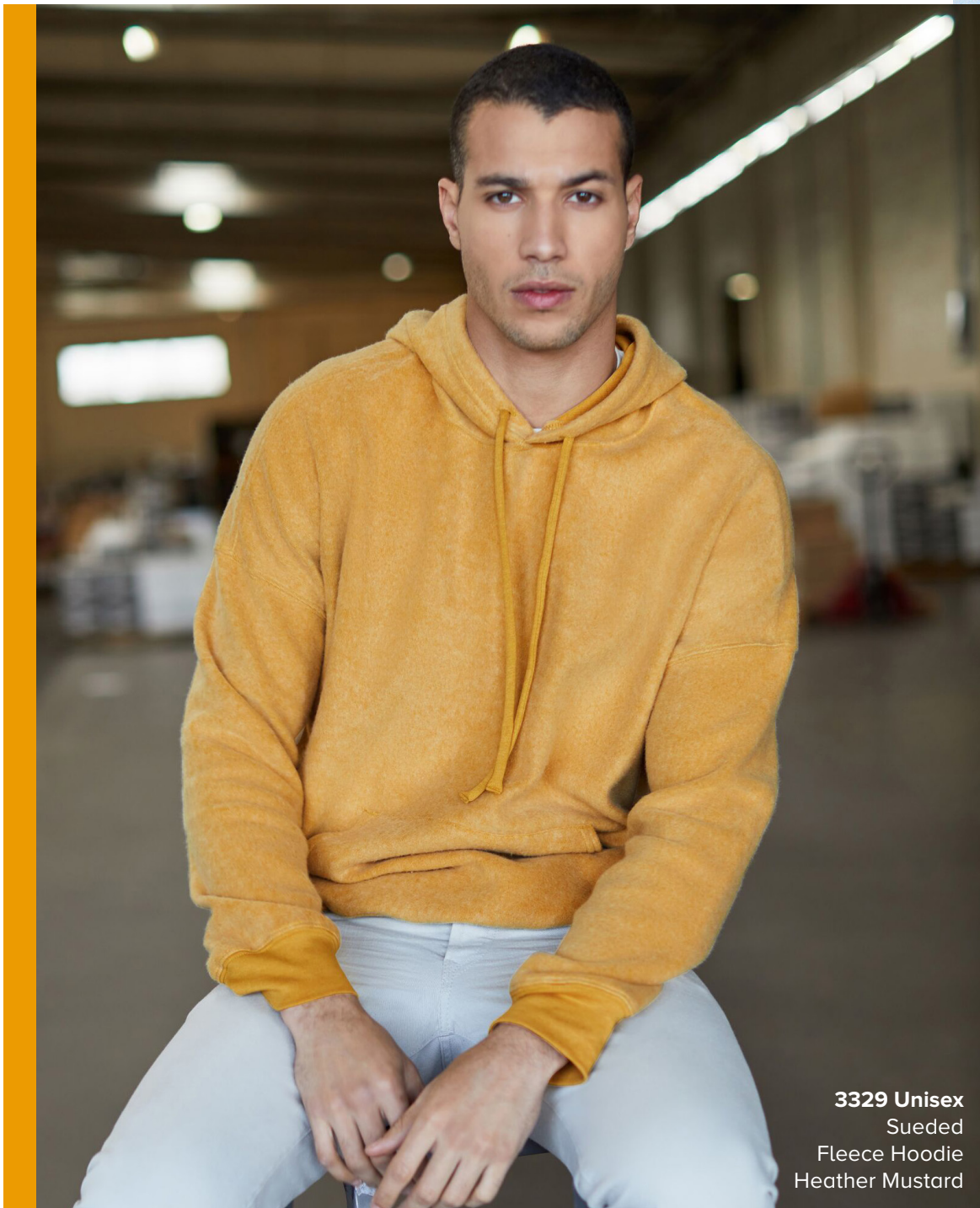


**3739 full-zip  
fleece hoodie**



# sueded fleece

Double your pleasure with texture. A sueded fleece fabrication offers comfort inside and out, not to mention an eye-catching, on-trend look. It's performance wear that feels like cashmere rolled into one sumptuous sartorial staple. Plus, the more you wash your sueded fleece basics, the more of a worn-in vintage feel you get.



**3329 Unisex**  
Sueded  
Fleece Hoodie  
Heather Mustard



Casablanca



**Style Tip:** If you're looking for a cross-functional loungewear look, sueded fleece tops and bottoms fit right into 2020's athleisure styling.



Casablanca

## Get the Look

- 01 Unisex Sueded Fleece Pullover Hoodie (3329)**  
Whether you're working up a sweat, hanging at home or out and about, this super-soft hoodie has you covered. Wear it with faded jeans for a vintage vibe.
- 02 Unisex Sueded Fleece Full-Zip Hoodie (3339)**  
Ideal for layering all year, this textured hoodie pairs perfectly with muscle shirts, crew-necks and V-necks. It's the go-to garment for work or play.



**3339 sueded fleece**  
full-zip hoodie



**3329 sueded fleece**  
pullover hoodie

**BELLA+CANVAS®**



# neo-futuristic styling

With high-tech developments like robots, artificial intelligence and virtual reality all around us, everyone’s got an eye toward the future—including fashion designers. Enter: ultramodern graphics and neo-materials like holographic foil, metallic inks, vinyls, mesh, pearlised iridescent finishes and more on seamlessly constructed garments. At the start of a new decade, reflective colors and graphics take streetwear styles to new futuristic levels, while lightweight performance activewear pops with printed holographic skins.



Style Tip: Layer futuristic outerwear and hoodies over body-flattering performance pieces such as a sports bra-and-muscle-tank combo and high-waist fitness leggings.

## Get the Look

**01** Women’s High-Waist Fitness Legging (0813)  
Stretchy and smooth, this classic leggings features an on-trend high waist that contours the body, but doesn’t restrict movement. Simultaneously figure-flattering and freeing, it’s side-seam-free for easy decoration.

**02** Women’s Nylon Spandex Sports Bra (0970) in Black  
Double-layered for extra support, we’ve got you covered for even the toughest workouts—for all day, fashion-forward wear. Form-fitting with a racerback style, it’ll keep you comfy all day under your favorite futuristic tank, tee or hoodie.

**03** Women’s Flowy Scoop Muscle Tank (8803)  
Loose-fitting and delightfully drapey, this super-soft poly/viscose top caresses curves. It’s a more feminine version of our men’s muscle shirt, versatile for on-the-go women who don’t need to sacrifice style for comfort. Layer under a cardigan or blazer for a professional look; switch to active mode in seconds by throwing on a hoodie.



0813 high-waist fitness leggings



0970 nylon spandex sports bra



8803 flowy scoop muscle tank

BELLA+CANVAS®



# retro color palette

When old school gym class from the 1990s meets 2020 urban fashion, colors explode. Bright purples and yellows made a major comeback, and we're loving the retro comfort of reimagined athletic wear. However, with bold, geometric graphics, along with feel-good mid-tones like cool blues and earthy neutrals, the vintage vibe is revamped for a new decade with a modern twist, blurring the lines between sporty and sophisticated.



## Get the Look

The mid-tones have it this year, with feel-good hues for him and her, that work across many industries, from wellness to outdoors: all shades of yellow, true-to-nature blues and earthy neutrals.





# cropped silhouettes

Breathable, flexible and on trend, crop tops are perfect performance-wear pieces. From boxy to slimmer silhouettes, this micro-length wardrobe essential pairs perfectly with yoga pants or fleece joggers. In 2020, these lightweight but structured crop styles fit into performance and athleisure collections, offering new layering and styling options.



**8483** Women's Festival Cropped Tank  
Sunset Triblend



**7502** Women's Cropped Fleece Hoodie  
Storm



Fila



**6501** cropped long sleeve tee



**6682** raceback cropped tank



**7502** cropped fleece hoodie



**8882** flowy cropped tee



**8483** festival cropped tank

## Get the Look

**01** Women's Cropped Long Sleeve Tee (6501)  
With our lightweight Airlume cotton fabric and a flattering fit, this casual crop is a cooler-weather must-have.

**02** Women's Racerback Cropped Tank (6682)  
Relaxed fit for freedom of movement and breathability. A racerback style makes this top a great choice for training, stretching, or just showing off your gorgeous physique.

**03** Women's Cropped Fleece Hoodie (7502)  
Super-soft poly/cotton brushed fleece will keep you feeling good from morning to night. Both fashionable and functional, it's a unique hoodie that's essential for the athleisure way of life.

**04** Women's Flowy Cropped Tee (8882)  
It's modest yet sexy, flowy and oh-so flattering. Equally indoor and outdoor compatible. Skinny jeans or leggings would complement the shape of the top and complete a stunning silhouette.

**05** Women's Festival Cropped Tank (8483)  
This tank is great for summer events and makes a cute layering piece for every season. Our triblend fabric offers music fans an irresistibly soft feel, whether they're dancing to the music or lounging in the sun.

BELLA+CANVAS®



# crew-neck sweatshirts

Watch for a new take on the classic crew-neck sweatshirt. We're talking about color-blocked, striped, bold layering pieces that wow fellow gym-goers, fashionistas and casual-wear crowds alike. The decoration potential is endless, but oversized logos and slogans in asymmetric variations are a good place to start.



**3945** Unisex Sponge Fleece Drop Shoulder sweatshirt  
Brick  
**3727** Unisex Jogger Sweatpants  
Dark Grey Heather



Polo



**3901** Youth Sponge Fleece Raglan Sweatshirt  
Heather Navy

## Get the Look

**01** Unisex Sponge Fleece Drop Shoulder Sweatshirt (3945)  
Comfy, buttery soft fleece offers warmth and breathability. Layered over an equally soft triblend tee, you won't ever want to wear anything else.

**02** Unisex Sponge Fleece Raglan Sweatshirt (3901)  
Available in marbled and color-blocked styles, this fashion-forward sweatshirt is a layering staple all year round.

**03** Youth Sponge Fleece Raglan Sweatshirt (3901Y)  
Our remarkably soft pullover comes in youth sizes, too! The perfect grab-and-go option for active kids, they can wear these styles everyday.



**3945** sponge fleece drop shoulder sweatshirt

**3901** sponge fleece raglan sweatshirt

**3901Y** sponge fleece raglan sweatshirt

BELLA+CANVAS®