Athleisure Trends



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 athome responsibilities, without having to change outfits. BELLA+CANVAS has responded to this lifestyle shift with a collection of stylish, crossfunctional 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 fashionforward athleisure as branding basics is a surefire sales strategy for 2020.



fleece hoodie

upscaled sweatsuits

Sporty and Richy

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

DTG Grey

Sponge Fleece

Pullover Hoodie



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

- O1 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.
- 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.
- Unisex Sponge Fleece Full-Zip
 Hoodie (3739)
 With a relaxed fit and buttery soft feel,
 this hoodie is your new wardrobe musthave. Layer it over your favorite tee, and
 pair it with jeans, slacks or equally plush
 sweatpants.



3727 jogger sweatpants

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.





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.

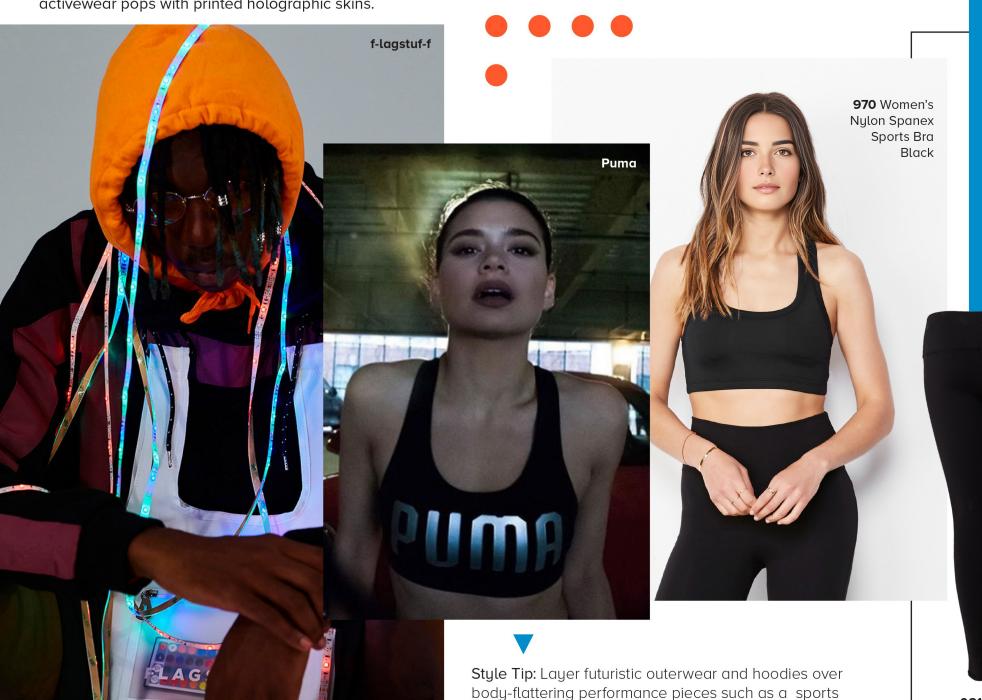
Get the Look

- 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.
- 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.



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.



Get the Look

- Women's High-Waist Fitness Legging (0813)
 Stretchy and smooth, this classic legging
 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.
- 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.
- 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.



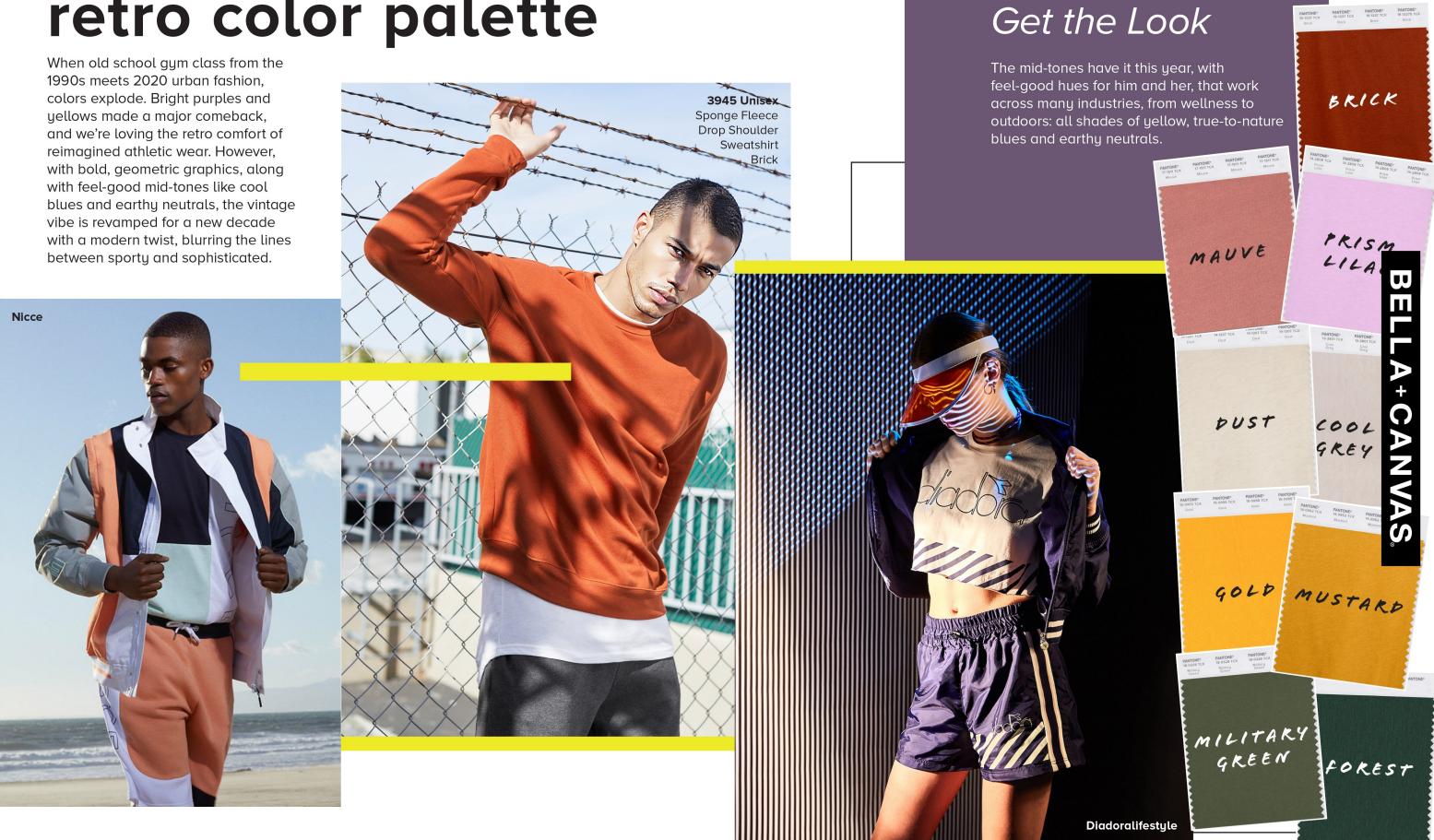
0970 nylon spandex sports bra



8803 flowy scoop uscle tank

bra-and-muscle-tank combo and high-waist fitness leggings.

retro color palette



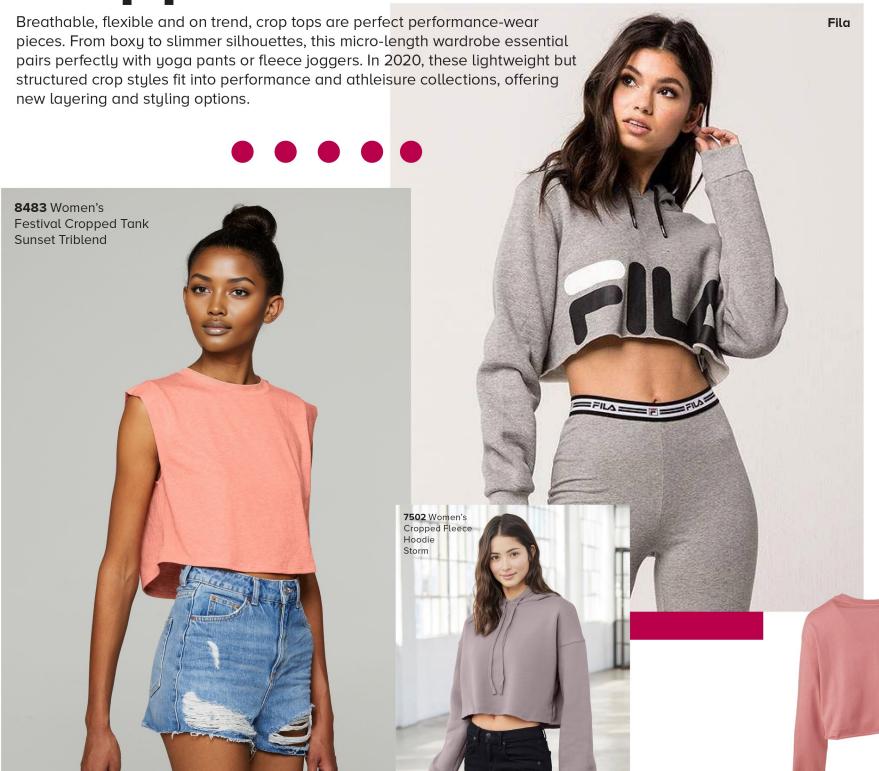
8483 festival

cropped tank

8882 flowy

cropped tee

cropped silhouettes



Get the Look

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

7502 cropped

fleece hoodie

6501 cropped

long sleeve tee

6682 raceback cropped tank

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.



Get the Look

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.

O2 Unisex Sponge Fleece Raglan Sweatshirt (3901)

Available in marbled and color-blocked styles, this fashion-forward sweatshirt is a layering staple all year round.

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.

