

Cotton USA Introduces Yoga Wear Reducing Recovery Time



In a first, Cotton USA has introduced yoga pants and shirts, combined with Celliant technology that improves blood flow for faster recovery times while being super comfortable. Celliant technology aides in faster recovery from strain by increasing tissue oxygenation, boosting blood flow into the muscle. Celliant is a responsive textile that helps the body.

"Fabrics containing FDA-determined Celliant use patented fibre technology to aid in faster recovery from strain and stress by increasing tissue oxygenation and boosting blood flow back into the muscle. Our product is embedded with minerals that absorb your body heat, converting it into infrared energy, which is extremely useful for the human body. The biggest benefit is creating blood flow, and we're now an FDA-determined medical device so you can say on your packaging your product increases blood flow and energy, boosts performance and speeds muscle recovery," Trenton Horinek of Celliant explained.

The Cotton USA yoga pants and tops introduced at Premiere Vision were made with stretch jersey fabric composed of US Cotton, Celliant and spandex and made in partnership with Deer Creek Fabrics and Hemmer Design.

Brands, retailers and manufacturers that combine the FDA-determined Celliant technology with greater than 50 per cent US cotton also have the benefit of using the Cotton USA mark on packaging. "A recent global consumer study conducted in the major consumer markets of the world (North America, China, India and the EU) has shown that 80 per cent of consumers prefer clothing and home goods that have the Cotton USA mark over generic 100 per cent cotton. Preference is so high that two thirds of consumers said they would pay more for a product with the Cotton USA mark rather than a generic cotton mark," said a company press release.

"Innovation is one reason that Cotton USA has become the cotton the world trusts," said Jenn Sarter, spokesperson for Cotton USA. "We know consumers want more from their everyday performance wear, and combining US cotton with technology such as Celliant will elevate everything from yoga pants to your favourite shirt. The premium value and quality of cotton from the US enhances the appeal of these concepts with consumers – that's why we'll continue to bring new promotional displays like this to the forefront to inspire innovation across the industry."

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"US cotton is a great fit for our technology because we combined the best cotton in the world—a natural fibre that people know, trust and love with something new that can help relieve exertion, body aches and minor muscle soreness," Horinek said. "We wanted to find a way to blend US cotton with innovative Celliant technology because all customers are asking what their clothes can do for them, and now we have a blend that fits perfectly."

Cotton USA will unveil its first line of home good promotional displays at the Heimtextil show in Germany in January 2018 and will return to Première Vision show in Paris in spring 2018 to exhibit new promotional displays. (RR)

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