

ACTIVEWEAR REDEFINED: A COMPREHENSIVE STUDY ON ATHLEISURE TREND WITH INSIGHTS FROM MAVI COLLECTION DEVELOPMENT PROCESS

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ABSTRACT

This article explores the phenomenon of athleisure, a prominent fashion trend merging athletic wear with casual clothing, focusing particularly on its impact on the fashion industry and the case study of Mavi, a global lifestyle brand. Athleisure has evolved as a response to increasing health consciousness and the desire for comfortable yet stylish clothing options. Mavi recognized this trend and strategically expanded its product line to include athleisure garments that combine functionality with fashion-forward design elements. The study employs a qualitative approach, primarily using a case study design, to investigate Mavi's athleisure collection development process. Data were gathered through participant observation and document analysis, providing insights into the design, material selection and prototyping. Results indicate that Mavi's athleisure collection for the FW22 and SS23 seasons strategically incorporates innovative fabrics, versatile designs, and performance-driven details to cater to the evolving needs of consumers. Through meticulous market research and design, Mavi successfully integrates athleisure elements into their product offerings, reflecting the enduring appeal of the athleisure trend. Overall, Mavi's athleisure collection exemplifies the fusion of fashion and function, highlighting the fashion industry's response to the growing demand for versatile and stylish activewear. As the athleisure trend continues to thrive, Mavi's proactive approach to innovation and sustainability ensures its position as a frontrunner in the athleisure market, providing valuable insights for fashion brands aiming to adapt to this trend.

Keywords: Athleisure, functional clothing, active wear, fabric testing, Mavi.

1 INTRODUCTION

Athleisure, emerging as a combination of two concepts namely "athletics" and "leisure," refers to casual clothing designed to be used for both exercise and daily use. The introduction of form-fitting yoga pants into the fashion world sparked interest in Athleisure, and since then, it has evolved into a dominant fashion trend of the 21st century [1]. In modern times, functional sportswear intended for non-work times and physical activities gradually transitioned into more extended daily wear. The rise of "fast fashion," characterized by frequent production of new models, has further fuelled the

growing inclination towards sportswear in fashion brands [2]. According to the Global Industry Analysis Reports of 2017, the increasing health consciousness and participation in sports activities are expected to drive the fitness and sportswear market to reach 231.7 billion dollars by 2024. Acknowledging these projections, global luxury fashion brands are also focusing on Athleisure clothing collections. Particularly, after the 1990s, the concept known as "new luxury" has combined the features of sport-specific clothing with designs intended for more formal work and non-work settings. This fusion has given rise to a new fashion clothing trend termed Athleisure, which can be defined as "daily sporty-chic attire/recreational clothing". The trend incorporates mass-produced characteristics in terms of design, manufacturing, distribution, and pricing strategies while providing consumers with a more comfortable wearing experience through positioning and promotional strategies. Consequently, this has led to the formation of new consumption and production behaviors compared to the past

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[3]. Athleisure garments refers to clothing designed not only for athletic and workout purposes but also for leisure and everyday wear, extending beyond garments intended solely for gym or exercise activities. These versatile garments can be worn in various social settings, including work environments. Athleisure has become a significant trend in the fashion industry as it combines casual style with a healthy and vibrant appeal [4, 5]. The increasing interest in yoga and thus yoga-specific clothing, aimed at supporting mental and physical well-being while reducing stress and anxiety, has also sparked awareness in the global fashion market. This has led to a remarkable rise in sales of high-quality elastic leggings and sports bras, resulting in a considerable 55% annual increase in demand for sportswear across various fashion brands [6]. This upward trajectory demonstrates the enduring popularity and long-term potential of athleisure in the fashion market. The athleisure trend has transformed the way people dress, offering a perfect balance between comfort, functionality, and style. It has not only influenced the way people dress for workouts, but it has also made its way into everyday wardrobes, breaking the traditional barriers between activewear and everyday clothing. The trend has gained momentum due to the increasing focus on health and wellness, as well as the growing desire for versatile clothing that can transition seamlessly from the gym to the streets. The athleisure trend has seen a significant surge during the pandemic, as more people are working and spending leisure time at home [7, 8]. With remote work becoming the norm for many, individuals have sought comfortable and versatile clothing options that are suitable for both work and relaxation. The demand for athleisure apparel has increased as people prioritize comfort while also wanting to maintain a sense of style during virtual meetings and video calls. Furthermore, the focus on health and wellness during the pandemic has also contributed to the popularity of athleisure. With individuals placing a greater emphasis on staying active and maintaining their well-being, the athleisure trend provides a seamless transition from exercise to leisure activities, supporting the overall lifestyle shift towards prioritizing health. The athleisure trend has not only provided consumers with practical and stylish clothing options but has also influenced the way fashion brands approach their designs and collections, with many integrating athleisure elements into their lines. Brands aiming to adapt to the Athleisure trend need to develop insights into how consumers, especially female consumers, utilize and integrate sportswear in both athletic and non-athletic contexts, and how their experiences align with their personal values [8]. Values represent an individual's enduring beliefs, what they consider important in life, and what they strive to pursue as an ideal state of being. Understanding consumer values is crucial in marketing research as it reflects their fundamental needs, and the primary objective of marketing is to assist consumers in fulfilling these needs through product consumption. One company that has successfully tapped into the athleisure trend is Mavi, a Turkish denim company. Mavi, incorporated

in 1991 in Istanbul, is a global lifestyle brand with strong denim roots. Company has investments in 33 different countries including Turkey, USA, Canada, Germany, Russia and Australia. Mavi has 439 mono-brand stores and 4500 points of sale and ranks among the world's leading denim brands. Mavi has a unique brand position with fashion-savvy, young adult customers and collaborates with top local and international celebrities in its marketing communications. Mavi recognized the growing demand for versatile and stylish activewear and decided to expand their product offering to include athleisure garments. Through these collections, Mavi aimed to create athleisure apparel that not only met the functional requirements of sportswear but also satisfied the esthetic aspects demanded by their target market. By emphasizing on silhouette, colors, and design details, Mavi aimed to cater to the increasing number of customers involved in yoga, gyming, and other sporting activities who prioritize not only performance but also style in their activewear choices. Mavi's athleisure collection includes a range of products such as leggings, joggers, and tops that are made from high-quality materials and designed to provide comfort, durability, and flexibility during physical activities. The athleisure collection by Mavi is not only designed for optimal performance but also incorporates fashion-forward elements, allowing individuals to seamlessly transition from their workouts to their everyday activities without compromising on style.

Mavi's athleisure collection features innovative fabrics that offer stretch and flexibility, allowing for ease of movement while maintaining the classic denim look. The collection includes various styles of pants, such as joggers and leggings, that are designed to be versatile enough for both workouts and everyday wear. The collection also incorporates trendy elements such as bold patterns, color-blocking, and statement details to ensure that wearers feel fashionable while being active. In this paper, the aim is to analyze the athleisure trend and explore its impact on the fashion industry, with a specific focus on the case study of Mavi. The paper delves into the evolution of athleisure, its growing market size, and the factors contributing to its popularity. Furthermore, the paper will examine Mavi's successful integration of athleisure elements into their product offerings, highlighting the design, functionality, and style aspects of their athleisure collection. Through this analysis, the paper aims to provide insights into the enduring appeal of athleisure and its influence on fashion brands, as well as to showcase Mavi's strategic approach in meeting the evolving consumer demands for versatile and stylish activewear. The study will investigate the design and product development process of the Athleisure collection extensively and include a comprehensive analysis of the Athleisure collection prepared by Mavi for the FW22 season and the SS23 season works realized with the experience gained from this collection. The goal is to provide valuable insights into the creative process of fashion design inspired by a global trend. This will contribute to the better understanding of inspiration sources used in the creative fashion design process.

2 COLLECTION DEVELOPMENT PROCESS

The primary objective in preparing a clothing collection is to present visual and aesthetic elements in a cohesive manner. Given its universal market structure, the clothing industry develops designs within the framework of annually determined fashion trends to establish a common language. Before designing garments, they are classified based on the target users and usage purposes [10]. Socioeconomic events significantly influence the flow of daily life and result in fundamental changes and developments in the clothing industry. Fashion trends, influenced by emerging diverse needs resulting from these developments, have a considerable impact on the process of collection development. Decisions on the fits, fabrics, colors, and patterns to be used in garments are made in line with trends, giving rise to tangible design details [11]. The preparation of a clothing collection involves completing preliminary preparations for design, making decisions on necessary accessories, finalizing product pattern, procuring external materials, conducting research and development efforts, and constructing the sample garment (Figure 1) [12].

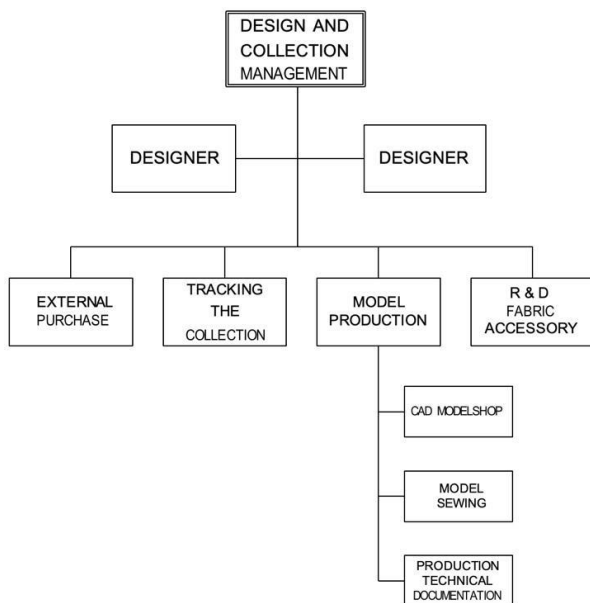


Figure 1 Structure of design and collection.

The development of a successful athleisure collection involves a strategic and meticulous approach to ensure that the garments meet both the functional and fashion needs of the target market [13]. The collection development process begins with comprehensive market research to understand the evolving trends, consumer preferences, and lifestyle shifts that impact the demand for athleisure apparel. Mavi's collection development process for their athleisure line encompasses various key steps, starting with the identification of consumer needs and preferences. This involves conducting thorough market analysis, consumer surveys, and trend forecasting to gain insights into the

specific requirements of individuals seeking versatile and stylish activewear. Following the research phase, the design and concept development stage takes center stage. Mavi's team of designers focuses on creating innovative silhouettes, incorporating performance-driven details, and integrating fashion-forward elements to ensure that the athleisure collection aligns with the brand's aesthetic while meeting the functional demands of the target audience. The next critical phase involves material selection and sourcing. Mavi prioritizes high-quality fabrics that offer stretch, durability, and breathability to support a wide range of physical activities while maintaining a modern and fashionable look. The careful curation of materials contributes to the overall performance and aesthetic appeal of the athleisure garments. After finalizing the design and material selection, prototyping and sampling are essential to evaluate the functionality, fit, and overall performance of the athleisure pieces. Rigorous testing and feedback processes ensure that the garments meet the brand's standards for comfort, flexibility, and style. Once the prototypes are refined and approved, the production phase begins, involving collaboration with manufacturers and suppliers to bring the athleisure collection to life. Mavi's commitment to ethical and sustainable practices guides the production process, ensuring that the garments are not only stylish and functional but also produced in a manner that aligns with the brand's values. Upon completion of production, the collection undergoes thorough quality control assessments to guarantee that each garment meets the brand's standards for performance, durability, and style. The final stage involves the launch and distribution of the athleisure collection, where Mavi leverages its marketing strategies to effectively reach and engage with the target audience. Mavi's meticulous collection development process for their athleisure line exemplifies the brand's dedication to delivering high-quality and trend-setting activewear that resonates with the needs of modern consumers. Mavi's athleisure collection showcases the merging of fashion and function, reflecting the growing trend of incorporating athletic designs into everyday apparel.

3 METHOD

The primary objective of this study is to investigate the design and product development process of a fashion collection inspired by the prominent fashion trend namely, Athleisure. Employing a qualitative approach, the study adopted a case study design to gain insight into the collection development process of the fashion brand under examination. The data for this investigation were gathered through participant observation and document analysis. Document analysis involves the scrutiny of written and visual materials pertinent to the phenomenon under investigation. In qualitative research, document analysis can serve as a standalone data collection method or be employed to corroborate findings obtained through other data collection techniques [14]. In the context of qualitative case studies, document analysis is particularly relevant as an additional

means of gathering data, and thus, it was used to complement the data collected through participant observation [15]. The utilization of participant observation as a data collection method was justified due to three of the authors' involvement in the design team at Mavi Design Center. This proximity enabled them to observe and participate in the collection design and development process in a natural setting, fostering a deeper understanding of the activities involved. The data collection process commenced with an analysis and review of all relevant documents pertaining to the target collection, encompassing photographs, textual materials, news articles, announcements, and any other pertinent information utilized by the designers. As a result of examining written texts, themes or categories are identified, whereas in the examination of visual data, detailed interpretations are conducted to obtain analytical outcomes [16]. Notably, the observation period focused solely on aspects relevant to the Athleisure collection.

The findings derived from the combination of the two data collection methods were subsequently summarized in the Results section. In line with the practices applied across all other collections, the athleisure collection has also emphasized the non- or controlled utilization of chemical substances identified to pose detrimental effects on human health and the environment in its fabric and accessory research and development endeavors. Consequently, particular attention has been given to adhering to predetermined restricted thresholds for the usage of such substances. Moreover, in the process of coloration through printing and dyeing techniques, tests have been conducted in accordance with legal requirements to ensure compliance. For instance, EU Directive 2004/21/EC restricts the use certain Azo dyes, thus, tests including Textiles ISO 14362 parts 1(35-LMBG 82.02.2), ISO 14362 parts 2(35-LMBG 82.02.9) have been performed and results were in accordance with the limits which was defined by EU being less than 30 ppm. Also, fabrics and accessories were tested against chemicals such as formaldehyde, phthalates or metals such as nickels and all materials used in collections were in accordance with international regulations.

4 RESULTS AND DISCUSSIONS

Mavi conducted an in-depth collection study for the FW22 season by examining the diverse needs of the increasingly influential Athleisure lifestyle and performed an extensive research on models, fits, fabrics, and accessories to address these needs while achieving a balance between performance and quality expectations. Through its design and product development efforts, the brand identified outerwear, knitwear, woven, and activewear product groups as suitable groups for Athleisure products. The collection includes various designs where functionality takes precedence, with variations in fabrics, fits, and technical specifications based on the product group (Table 1).

After the FW22 collection was designed in accordance with the Athleisure lifestyle, the brand continued to work on the

Athleisure collection in the SS23 season, which includes alternative approaches in fabric content and product groups, offering a solution to the need for sports and daily wear for users.

Table I - Product Groups and Specifications

Product Group	Product Specifications		
Outerwear	Water-Repellent	Seam Seal Tape	TPU Film Membrane
Knitting	Modal/Cupro Fabric	Scuba Fabric	New Fit (Sport Corset)
Weaving	Micro-Parachute	Micro-Poplin	High Performance
Activewear	High Spandex	Polyamide Fabric	New Fit

As a result of trend research, the brand has created a distinct design narrative by incorporating athleisure details and designs into its current fashion collections, thereby offering a fresh perspective on the combined use of casual, sport, and activewear. In this context, the fundamental approach of the narrative is to respond to customer needs with robust and functional product designs. Athleisure collection for FW22 season and product development details for SS23 are given below.

4.1 OUTERWEAR

Polyester and microfiber fabrics were utilized in the product range to impart water-repellent properties to the fabric surfaces, to prevent the transfer of water to the body. While introducing this feature in the products, comfort characteristics were also emphasized.

Novel techniques were explored for the accessories and other details used in the raincoat. In designing the adjustable hood, adjustable elastic drawstrings and stoppers were incorporated at the hem. Seam Seal Tape was applied to specific areas of the garment (hood, nape, shoulders) to prevent rainwater from permeating the jacket (Figure 2).



Figure 2 FW22 Athleisure Windbreaker/ Relaxed Fit/ Windproof.

4.2 KNITTING

In the knitted apparel group prepared for the Athleisure theme, the primary objective was to offer a new and dynamic collection. Accordingly, the products have been reinterpreted with theme-fitting colours and styles. Emphasis was on utilizing cotton, polyester, 3-ply, and lycra-blended supreme fabrics, as well as rib qualities, to ensure the necessary performance in the products (Figure 3).



Figure 3 FW22 Athleisure Sports Bra.

During the fit development of knitted apparel models, sporty corset trials were included. To achieve a more athletic appearance and to accommodate an important trend of the FW22 season, which involves the combined use of knitwear and knitted details, development efforts were undertaken in collaboration with two different department teams. Within the knitted apparel group, approximately 20 designs were created to ensure freedom of movement. These designs include long sleeve, zippered fitted hoodies, polo t-shirts, polo sweatshirts, and colour-block sweatshirts, employing fabrics such as cotton, supreme, 3-ply, and high elastane content. The integration of sporty micro-weave fabrics in the designs contributed to integrity of the collection (Figure 4).



Figure 4 FW22 Athleisure Sports Bra/ Body- Fitting.

Table 2 presents a sample set of the tests conducted on fabrics to assess the expected performance of fabrics used within the knitwear product group.

Table II - Cotton Knit Fabric Performance Test Results

Test Type	Results
Mass Per Unit Area	NR
Pilling Resistance - Modified Martindale	F
Colour Fastness to Domestic Commercial Laundering	P
Colour Fastness to Perspiration	P
Colour Fastness to Rubbing	P
Colour Fastness to Water	P
Fibre Composition	P

P = meets buyer' s requirement / F = does not meet buyer' s requirement / NR = no requirement

According to the results of the Pilling Resistance - Modified Martindale test (Table III), it was observed that the values for pilling and fuzzing remained stable after 500 and 1000 cycles for the 155 g fabric.

While the performance expected from the product may not be fully met based on these test results alone, it is noted that there is no overarching issue observed in including the product in the collection with the validation of other applicable tests.

Table III - Pilling Resistance - Modified Martindale Test

Test Type	As Received	After Wash
After 500 Revs. (required)	4	4
Pilling	3-4	3-4
Fuzzing	3-4	3-4
Matting	5	5
After 1000 Revs. (required)	4	4
Pilling	3-4	3-4
Fuzzing	3-4	3-4
Matting	5	5

The Colour Fastness to Domestic and Commercial Laundering as well as to Perspiration tests yielded sufficient color fastness values (Table IV).

Also, Color Fastness to Rubbing test results were in accordance with the Brand requirements (Table V).

Table IV - Color Fastness to Laundering and Perspiration

	Shade	Staining					
		Color Change	Acetate	Cotton	Nylon	PES	Acrylic
Laundering	4-5	4-5	4-5	4-5	4-5	4-5	4-5
pH=5.5	4	4-5	4-5	4-5	4-5	4-5	4-5
pH=8.0	4	4-5	4-5	4-5	4-5	4-5	4-5

Table V - Color Fastness to Rubbing

Dry	Wet
4-5	3-4

Condition: ISO 139, Crockmeter, Rubbing Cloth, 9N, 10 times, ISO 105 A03 (Grey Scale for Staining) Percentage of soaking: 95% - 100%
Finger: 16±0.1 mm diameter

4.3 WEAVING

For the woven product group, particular emphasis was given on evaluating performance fabrics, specifically micro-parachute, belonging to the Activewear category. When using such fabrics, attention was given to ensure similar properties to commonly used fabrics in the collection, such as Tencel-poplin. For models incorporating combinations of micro and poplin fabrics, research and development efforts were undertaken to prevent any post-wash alterations due to content differences (synthetic-natural). In this product group, 5 sweatshirt and shirt designs were created, utilizing performance fabrics (micro-parachute) (Figure 5).



Figure 5 Parachute Fabric Pants/ Wide Leg.

4.4 ACTIVEWEAR

In the Activewear product group, medium-support bras (sports bras) were designed to provide increased comfort during exercise. The collection was diversified, taking into account disciplines such as yoga and pilates. Approximately 25 designs were developed for the Activewear product group, focusing on durable and high-support fabrics (elastane, polyamide, etc.). The aim was to create a new Mavi sporty female silhouette through the use of these fabrics, stitching techniques, and newly developed fits. Various shoulder and back details were incorporated into the upper body products to ensure designs that cater to individual comfort preferences. For the lower body product group, different cutting details were explored to ensure optimal fit around the waist during movement, with a preference for fabrics with high elastic content (Figure 6). The Athleisure trend is expected to have a long-term impact on Mavi's growth projections. It is anticipated that this trend will not be merely a short-lived fashion trend but will persist over time. The main reason for this expectation lies in the unique sales potential of sportswear, not only due to its fashionable appearance but also because of the comfort it provides to

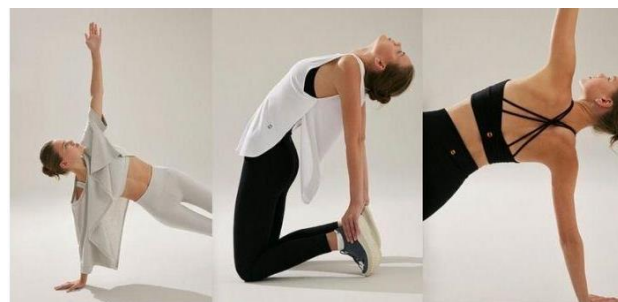


Figure 6 FW22 Athleisure Activewear Group/ High Elastic/ Comfortable.

users, stemming from innovations in materials and new production processes, and the increasing acceptability of wearing such garments in various contexts [17].

4.5 SS23 ATHLEISURE UPDATE

Within the scope of the Athleisure collection for the SS23 season, the fabrics preferred for the product groups were selected with a high elastane fiber ratio to increase the comfort of movement with form-fitting products and to create the feeling that there is no extra layer on the user [17]. For the first time, a design with high air permeability/breathability was realized by using mesh fabric in blouson form. The design value was increased with the gray reflector logos preferred on the products (Figure 7).



Figure 7 SS23 Athleisure Group/ High Elastic/ Reflector Logo.

For the activewear product group products, which includes leggings and bra products composed of polyester and elastane, various tests including Colour Fastness to Light, Colour Fastness to Perspiration, Colour Fastness to Rubbing, Colour Fastness to Washing, Colour Fastness to Water, Fibre Composition, Fabric Weight, and Pilling Resistance were conducted in accordance with brand requirements. The results, as presented in Table 2, indicate that the brand's specifications were not met only in the Fabric Weight test. The required value for the Fabric Weight test, with a tolerance of plus and minus 5 %, is 220 g/m², while the test result value obtained is 236 g/m². The rest of the performance test results were in accordance with the brand requirements.

Table VI - Polyester-Elastane Fabric Performance Test Results

Test Type	Results
Fabric Weight	F
Pilling Resistance	P
Colour Fastness to Washing	P
Colour Fastness to Perspiration	P
Colour Fastness to Rubbing	P
Colour Fastness to Water	P
Colour Fastness to Light	P
Fibre Composition	P

P = meets buyer's requirement / F = does not meet buyer's requirement / NR = no requirement

In the leggings product group, alternatives are produced for users of different heights by including long and crop length options. For the waist detail; three options are offered to users with different needs: plain, with seam gores and with waist gores. Considering the ease of combination, one-size t-shirt options over leggings are included in the collection. Sports bras are designed with removable pads to increase wearing comfort in both daily and sportswear. Two options, long and short, have been studied in this group for different user demands. The t-shirt, which is functionally designed with laser and perforated underarm and body sides, facilitates the removal of water vapor from the body during sports (Figure 8).

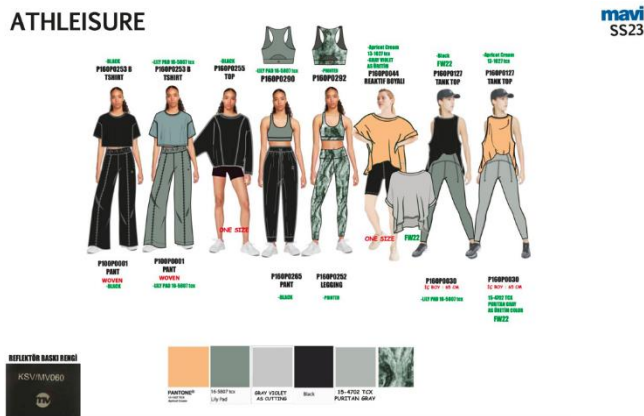


Figure 8 SS23 Athleisure Product Detail.

The fabric performance tests conducted on the t-shirt composed of 70% Modal and 30% Polyester blend have yielded satisfactory results, meeting the required standards for various parameters including Pilling Resistance, Colour Fastness to Light, Colour Fastness to Rubbing, Colour Fastness to Washing, Colour Fastness to Water, Fibre Composition, and Fabric Weight. Notably, the product has achieved a Pilling Resistance value of 5, surpassing the required range of 3-4. Additionally, it has met the specified levels for other tests as well. Considering that polyester, a fiber known for its susceptibility to pilling despite its good abrasion resistance, is present in the blend, achieving a Pilling Resistance value of 5 is advantageous for the

product's usability. This indicates that the product is less prone to pilling, enhancing its overall durability and appearance over repeated use. Therefore, the inclusion of this t-shirt in the collection is deemed favorable, as it meets the necessary performance criteria and offers a satisfactory user experience.

5 CONCLUSIONS

The interaction between work and social life has facilitated the emergence of new fashion trends. In line with the emerging needs in clothing, priority has been given to the production of products that combine sportiness, classic style, and elegance, while providing comfort within a flexible lifestyle. The Athleisure trend, which forms the basis of clothing products preferred for active sports groups and yoga, supporting healthy and social living, is predicted to be among the rising trends from 2018 to 2026. The case study of Mavi's athleisure collection illustrates the impact of the athleisure trend on the fashion industry and how brands are adapting to meet the evolving needs of consumers. As evidenced by Mavi's strategic approach, it is clear that the athleisure trend has influenced a significant shift in consumer preferences towards versatile and stylish activewear that seamlessly transitions from fitness to leisure activities. Mavi's successful integration of athleisure elements into their product offerings emphasizes the importance of understanding consumer needs and preferences through comprehensive market research. The success of Mavi's athleisure collection serves as a testament to the popularity and market demand for this trend. Mavi's athleisure collection has resonated with consumers who value both comfort and style, providing them with a viable option for their active lifestyles. The meticulous collection development process, from design and concept development to material selection, prototyping, production, and quality control, serves as a blueprint for fashion brands looking to capitalize on the athleisure trend. The athleisure trend's enduring appeal lies in its ability to cater to the increasing number of individuals seeking both performance and style in their activewear choices. As the athleisure market continues to grow, fashion brands must continue to innovate and adapt to this shift in consumer behavior, as demonstrated by Mavi's commitment to delivering high-quality and trend-setting activewear. In conclusion, the athleisure trend is not merely a passing fad but a reflection of a lifestyle shift towards prioritizing health and well-being, and it has become a significant force in shaping the fashion industry. Mavi's athleisure collection exemplifies the fusion of fashion and function, representing the seamless integration of athletic designs into everyday apparel to meet the demands of modern consumers. Through their athleisure collection, Mavi has successfully tapped into the growing market demand for versatile and stylish activewear that can be worn both for workouts and everyday activities. As the athleisure trend continues to thrive, Mavi's proactive approach to innovation and sustainability ensures that they remain a

prominent player in this rapidly growing market. Mavi's athleisure collection is a prime example of how fashion brands can successfully combine style, functionality, and sustainability to meet the evolving demands of consumers. Overall, Mavi's athleisure collection showcases the fashion industry's response to the growing demand for versatile and sustainable activewear. With an unwavering focus on innovation and consumer demand, Mavi has solidified its position as a frontrunner in the athleisure market. By consistently delivering high-quality and stylish athleisure garments, Mavi has not only met the needs of health-conscious individuals but has also managed to resonate with fashion-forward consumers seeking versatile activewear.

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