

# Rise of Fashion in Fitness

Like denim a few decades ago, the product of active wear is becoming something completely new and **reinvented** with a different purpose than the original.

Under Armor Facebook image



"Gotta have them!!!"

"I have some, it's great"

Anthropologie Activewear image

**Active wear**, the clothing and gear used for working out at the gym, **elevating** to the high fashion world of the catwalk is a relatively recent phenomena. Even "**un-sporty**" brands are releasing high fashion active wear, such as **Tory Burch**, in response to the obvious demand.

"Fashion and sport's special new relationship"

Business of Fashion