

FALL FASHION UPDATE: FOCUS ON TECH SUPPORT

By Fashion Stylist (and Neely Neighbor) Shaye Strager Gilmartin



For men and women alike, the pandemic has changed the way we get dressed for work. Like it or not, the return to a wear-to-work environment is upon us and I thought it would be a great time to update you on how the fashion industry has changed with the punches of COVID.

While fashion retail outlets came to a dead stop, designers in house had the time to focus on how to make day-to-day dressing more comfortable. The biggest factor that my styling clients share regarding Fall fashion is ease of wear. If it doesn't feel good to put on, then it isn't going back in the closet. I don't have one client willing to sacrifice comfort for looking fabulous.

When clients ask for slim or hidden pockets, clothes that never wrinkle and reversible pieces that allow styling multiple ways, Tech stretch has become the answer. Very simply, technology developed within various fabrications now eliminates dry cleaning, wrinkles and changing waist band sizes.

Tech Stretch is an evolution in everyday menswear and womenswear that showcases high-tech fabrics that are lightweight, breathable and durable. Gone are the days of cheap polyester that doesn't breathe or stretch. Even pima cotton is getting tossed aside in favor of new nylon blends. What my clients have found is that a modern tech pant looks good (and feels great) and can be worn biking to work, in the office, on the plane, at a wedding and everywhere in between.

Some of the best, scientifically-developed fabrics provide moisture-wicking properties, breathability, ease of movement, and an overall higher level of comfort compared to all-cotton or mostly cotton alternatives. Made for year-round use, tech stretch tanks, blazers, pants and dresses are favored during the hotter months but also become go-to options for travel.

The introduction of high-quality tech pants has created a lot of competition in the marketplace, which is great for customers. That being said, it isn't for everyone. Some people just don't like the look and feel of 'stretch' fabrications and if you are one of those folks, there are options for you too. A local ATL headquartered women's brand Chloe Kristyn has made Ponte de Roma a go-to fabric. Made from unique Italian fabrics that are perfect for travel and 100% machine-washable, Ponte de Roma shapes and smooths, transitions from dressy to casual effortlessly, is wrinkle-free and is a great alternative to athleisure (leggings). For men, Alton Lane's Pima cottons blended with nylon makes button downs and polos feel like weekend wear but look office appropriate.

The bottom line is this, there is a higher standard being set on clothing. I've found if



people are going to spend hard-earned money on something to wear, it better be worth the investment—whether the spend is \$50 or \$500. I've highlighted below the brands who I feel are doing Tech Stretch the best. Check them out, and always feel free to email me or connect with me on Instagram/Facebook about your wardrobe questions.

FOR MEN

BONOBOS

Stretch Weekday Warrior Dress Pant; Stretch Washed Chino, Extra Stretch Travel Jeans

KENNETH COLE REACTION

Techni-COLE Stretch Suiting

PETER MILLAR

Eb66 performance trousers, Solid Stretch Jersey Long Sleeve/Short Sleeve Polo

LIVERPOOL JEANS LOS ANGELES

Travel Blazer and Travel Pant

Best Investment

THE MISSION JEAN

FOR WOMEN

NIC+ZOE

Tech Stretch V Tank, Shirt and Pant

M2057 by MARIA PINTO

The LOLA Collection

LAFAYETTE 148

Stretch Gramercy Pant, Stretch Mercer Pant

CHLOE KRISTYN

All Ponte De Roma pieces

The Best Investment

Karolina Z Marlak Slim Pant, Cigarette Pant

For information about these designer brands and more, email Shaye@Stragerstyle.com or find her on social media @ShayeStrager



TECH SUPPORT

Here to support you in looking cool.

Our modern tech joggers and pants are great for a casual weekend. Looks awesome with a relaxed blazer and sneakers and are excellent for travel.

Our perfect fit, comfortable fabric and polished look will keep you fashionably connected, no matter where you are.

