

Australian Fashion Agency Thrives as New Athleisure & Loungewear Categories Surge During COVID-19

Slyletica, an award-winning agency helping people start their own fashion brand, sees 200 per cent increase in interest for athleisure brands during pandemic

FOR IMMEDIATE RELEASE

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Melbourne, Australia: Slyletica, a unique fashion agency which builds activewear and athleisure brands for influencers and entrepreneurs, has seen an unprecedented increase in the number of people wanting to start an athleisure brand during COVID-19.

Prior to COVID-19 activewear was already booming, but since the outbreak consumers have shifted towards new athleisure and loungewear categories, and sweatpants are selling faster than ever before. According to tracking firm Edited, the tracksuit sell-through rate is up 36 per cent in the U.S. and U.K. compared with the same period last year, and sweatpants sales were up 79 per cent in the U.S. from February to April.

With people working and working out from home, the demand for comfort continues to surge, putting companies like Slyletica at the forefront of a new and burgeoning category. Even Anna Wintour has jumped in on the action – featuring on Vogue’s Instagram account last month in a pair of trackpants. “It was only a matter of time before athleisure led the way in fashion apparel sales. It’s about a lifestyle – moving from work, to workout, to whatever else without the need to keep changing clothes. Now we’re seeing more interest, particularly from the U.S. and U.K. The demand for comfort and versatility is forcing innovation in design and manufacturing and it’s pretty exciting to be a part of it”, says Slyletica CEO Simon Rawadi.

According to Business of Fashion, activewear sales were up 40 per cent in the U.S. and 97 per cent in the U.K. year-on-year during the first week of April.

While other sectors of fashion cancelled orders with their factories prior to the lockdown, many activewear labels are thriving and Slyletica is onboarding clients at a rate higher than ever before.

“We’ve made starting a brand easy but that doesn’t mean it’s for everyone. The important thing is to differentiate yourself, have a unique story and solve a problem for consumers. You should have this before you contact us. We can help you with the rest,” says Rawadi.

Slyletica is preparing to launch more than seven new influencer brands in the coming months and handles everything from design and manufacturing to ecommerce, marketing and order fulfilment, all from their Melbourne headquarters.

About Slyletica (www.slyletica.com)

Slyletica is Australia's leading fashion agency and the only in the world that offers a complete end-to-end solution for anyone wanting to start a fashion brand. Specialising in athleisure and sportswear, Slyletica will work with over 250 influencers and entrepreneurs by the end of 2020 in an industry that is thriving during COVID-19 and the surge of casual 'at home' attire.

Simon and Yetta Rawadi are now available for interviews.

To schedule an interview or for all other media enquiries please contact Slyletica:

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