

Functional Fashion

(NAPSA)—With high-fashion garments rapidly becoming more intelligent than yesterday's wardrobe, your next big apparel purchase could be your smartest.



Function follows form in new designs that are trendy, waterproof and breathable.

In a recent survey of fashion industry experts, conducted by W.L. Gore & Assoc. Inc., makers of GORE-TEX® fabrics, three-quarters predict that the future of fashion hinges on inventing clothing that performs as beautifully as it looks.

Activewear Outerwear.

Waterproof/breathable clothing is no longer just for the hiking trails and whitewater rivers—it's for the city streets and designer catwalks. In the Gore survey, 68 percent of respondents foresee consumers' increasing demand for apparel that is waterproof, breathable *and* trendy.

It's in the details. Hats, ties, scarves—why shouldn't these everyday accessories be just as waterproof and breathable as coats and shoes? Industry experts think they should be. Second only to sport coats and pants, it seems that performance of "the smaller stuff" is too often overlooked.

Leather or not. The soaring popularity of leatherwear is evident in the survey, in which fashion experts selected the material over silk, wool and cashmere to be the next waterproof/breathable material of choice.