

Activewear Steps Up With Vibrant Colors And Cutting-Edge Styles

(NAPSA)—This season's new activewear styles muscle past the gym bag and become part of day and evening ensembles for women who want to sport a casual but stylish look. Leading athletic retailers, like Lady Foot Locker, are introducing edgy, new collections of athletic wear this fall from Nike, Reebok, adidas and New Balance, featuring vibrant colors and revolutionary styles that offer active women a chic and comfortable alternative to casual dressing.

Sportswear is no longer the domain of the "no pain-no gain" rule; rather, quilted jackets and vests in eye-popping colors, convertible pants and Capris, metallic warm-up suits, bomber jackets and tank bras have become the sensible fashion accoutrements for active and busy lifestyles. This season's fabrics are more functional and combine comfort and style, offering interchangeable pieces that work with more traditional garb. For example, a lycra tank or halter bra is perfect for an aggressive workout, yet stylish enough in bright colors to be worn under a jacket or blouse for a night on the town.

This year's big story is color, color, color. Nike, adidas and Lady Foot Locker Sport are featuring warm-ups, tech fleece



This fall, Lady Foot Locker introduces activewear that merges function and fashion.

hooded pullovers, quilted vests and bomber jackets in a palette of colors that command attention. Even traditional looks are updated with vibrant shades of color reminiscent of the brilliant hues often found on a peacock. The contrast of bright color set against darker shades of navy and black allows women to make a bold statement about living an active and confident lifestyle.

Retro '80s styles are also making a comeback this season. Reebok is sporting hip-hugging pants and stylish zip jackets finished in brushed silver and muted metallic shades that create an electrifying look. Low-slung fitted pants and body-clutching jackets

bring you right up to date with a smart, sophisticated style. These clothes offer women a sporty, chic alternative to casual evening wear.

New collections from Nike and New Balance are also merging function with fashion and transcending traditional boundaries for activewear. The styles blend various shades of black, red and white for a sleek look. The clothing is comfortable enough to meet the hectic demands of the day, yet fashion-forward enough to transition from day to night.

For those interested in more traditional styles, Lady Foot Locker brings you back to the ivy-walled campus with collegiate athletic wear in deep hues of navy, red, green, black and white. Look for comfortable cotton T-shirts, shorts and snap pants with adidas' three-stripe signature to be the staples for fall. This back-to-basic look is an all-time favorite among college students.

As the dominant athletic retailer devoted exclusively to women, Lady Foot Locker offers the largest selection of branded athletic footwear, apparel and accessories for fashion or sports from all major national brands. Visit Lady Foot Locker at www.ladyfootlocker.com or call 800-877-5239.