

# activewear

BY JOY KAHO

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## hotcool wear gets physical

HotCool Wear has introduced a new line of stylish workout wear called To The Max "Body and Soul" Fitness Wear.

Each piece in the To The Max collection is designed for a specific purpose, whether it is yoga, running, cycling or just working out at the gym. To The Max is made from Invista's CoolMax Alta and HCW high-performance wicking fabrics.

"A lot of women who go to places like Curves are a bit more conservative. Our fitness wear gives women another option," said HotCool Wear co-founder Wendy McClung.



"Natasha, the yoga pant with drawstring waist, is one of our best sellers. It has a bit of flare to it and it's not too tight," commented McClung. "Also, Caitlin, our power stretch yoga pant, is doing very well."

Rounding out the collection are Cassie, a back crossover sleeveless tank, Marilyn, a V-neck sleeveless tank, Frances, a crew neck t-shirt, Amanda, a V-neck short sleeve tee, Penny, a drawstring/elastic Capri pant, Maria, a bike short, Melissa, a two-toned sleeveless V-neck Tank, and Leslie, a sleeveless bike tank. To The Max retails from \$46 for the Maria bike shorts to \$72 for the Caitlin power stretch pants.

HotCool Wear will also be introducing its fall line of sleepwear under its HotMama label later this August.

For more information about the To The Max collection or any of HotCool Wear's other products visit [www.hotcoolwear.com](http://www.hotcoolwear.com). The site also features retailer registration to simplify the ordering process and, once registered, HotCool Wear advertises the company's name on its site.

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