



Westport Big & Tall Expands Its Athletic and Athleisure Assortment

CHARLOTTE, NC, UNITED STATES, April 16, 2018 /EINPresswire.com/ -- Consumer preferences in America continue to gravitate away from formal suiting, shirting, and neckwear towards active and casual wear. Much of the innovation during the last two decades in fabric technology and garment manufacturing has centered on athletic apparel. Compared to two decades ago, an average polyester performance tee you can buy today is lighter in weight, has more breathability, is more efficient at wicking moisture away from the skin and drying off, and is better able to stand up to the rough wear of the most demanding workouts. Not only that, but many performance fabrics today are infused with UV sun protection and stretch fibers that make the fabric much more pliable - so that it doesn't restrict the wearer's range of motion as a non-stretch fabric might.

Customers have responded to these changes: many casual wear manufacturers continue to add activewear collections, and athletic sales continue to rise - especially in men's extended sizes. And whether you love or hate the "athleisure" portmanteau - its staying power in the last few years suggests that it may evolve away from just another novel trend among the younger generations, and towards the casual mainstream right alongside jeans and tee shirts.

Performance golf apparel and accessories have also emerged as major components of the activewear sector. Very few sports have received the kind of specialized attention from clothing manufacturers in recent years like golf has. The objectives to follow when manufacturing golf apparel are to include all of the relevant performance features found in regular athletic clothing, but also to give the garments a bit of structure and formality to meet the dress codes of the country's most prestigious country clubs.

In response to these shifts in the market, Westport Big & Tall is expanding its extended size [athletic and activewear](#) offerings this spring to include fresh styles from existing vendors, as well as adding completely new athletic brands to its lineup. Peter Millar, a major player in the performance golf arena, is now expanding into high-end athletic apparel - and these clothes are just as suited for the gym as they are for lounging in around the house. This collection can now be found in big and tall sizes on Westport's website and catalog. New athletic offerings have also been added from [Polo Ralph Lauren](#), which are sure to please long-time fans of this iconic American brand.

Westport is also happy to announce that it is working to build a men's big and tall collection with Under Armour, a top performance apparel manufacturer that needs no introduction. A preview collection will be featured on Westport's website late this summer, with more to come in the fall and in the spring of 2019.

About Westport Big & Tall

Westport Big & Tall works to provide high-caliber, stylistically relevant, and aesthetically appealing menswear to big and tall customers with discerning tastes. The Spring 2018 Collection is now available on Westport Big & Tall's website. Also visit Westport's Facebook page, Youtube channel, and Instagram for exclusive content and behind-the-scenes footage, or read the [Westport Big & Tall Blog](#) for specialized knowledge and articles pertaining directly to dressing the big and tall gentleman.

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