

DeFacto introduces DeFactoFit's latest Activewear collection With Styles More Dynamic and Stylish

The global fashion brand DeFacto presents the essential sports style pieces to fashion lovers with DeFactoFit, emphasizing comfort and elegance in activewear.

Made of quality and comfortable textured fabrics, DeFactoFit launched its latest activewear collection that features special products and designs, for anyone considering sports as an indispensable part of their life in the new season. With their seamless fabrics that do not constrain mobility, leggings and bra models designed for yoga and workouts are the go-to pair for a comfortable workout. Designs that combine comfort and flexibility are highlighted by the use of pastel colors of pink, earth, blue, gray, and green.

Crop sweats, which are contenders for the most popular piece of athletic workout clothing, come in vibrant neon colors. Salmon, the current season's trend color, is paired with black and appears in bras, t-shirts, and tracksuits.

One of DeFactoFit's most significant designs is its line of sweatshirts and sweatpants made from recycled plastic items like water bottles. DeFacto reduces the generation of raw materials and use of water, energy, and natural resources by using sustainable models made of recycled materials.

Other notable items from the DeFactoFit women's collection include warmtech tops and bottoms essential for cold weather, hooded and zippered tops, and sports flare pants made for ladies of all sizes.

DeFactoFit's designs for men stand out thanks to their soft hues and comfy cuts. Beanies or bucket caps go well with tracksuit suits decorated with reflective features and coats with block color transitions.

Textured and warm fabrics that prioritize comfort are featured in basic patterns, which are essential for any season. Simple patterns in black and gray accentuate street style as well.

Warmtech coats and tracksuits in earth tones and blue provide maximum protection in cold weather.

Other standout items from the DeFactoFit men's collection include t-shirts and shorts that have the ability to breathe because of their textured fabric, performance-oriented tracksuits that do not pinch the knees, and items in blue and white that are specifically made for football and made from various fabrics.

About DeFacto:

Founded in 2005, DeFacto continues its operations with the vision of being global fashion brand. DeFacto reaches consumers in more than 500 stores in 33 countries and operates in 93 countries through its online platforms. DeFacto, which has turned into a brand that produces not only fashion but also technology, builds the infrastructure of omni-channel technologies with its developer team of more than 300 person. After creating the Smart Store in 2019 and bringing something new to the world, the company initiated the DeFacto Fijital Store concept which is the output of the figitalization strategy that offers both physical and digital retail experience together. Acting in line with the requests and expectations of the consumers, the brand introduced DeFacto COOOL, DeFacto FIT, DeFacto Modest, DeFacto LIFE, DF Plus and Fall in Love sub-brands to the customers all around the world. Furthermore, as a signatory to Global Compact and the United Nations Women's Empowerment Principles (WEPs) and a member of the Better Cotton Initiative, it is determined to fulfill its social and environmental commitments. In 2022 the brand shared its 6th Sustainability Report with the public.