

## Custom Fabric Development

At **JREE Sports**, custom fabric development is at the heart of our innovation. We understand that each category—**sportswear, fitness wear, fashion wear, and esports apparel**—demands unique performance, comfort, and style. Our process ensures that every fabric is engineered with purpose, tailored to specific needs, and aligned with our values of quality, sustainability, and cutting-edge design.

### 1. Research & Market Analysis

- We start by analyzing **performance needs, style trends, and user expectations** across categories.
  - **Sportswear & Fitness Wear:** Focus on moisture-wicking, breathability, stretch, and durability.
  - **Fashion Wear:** Emphasis on texture, drape, color retention, and sustainable appeal.
  - **Esports Apparel:** Prioritize lightweight, anti-static, and cooling properties for long-duration wear.

### 2. Concept Development & Material Selection

- Collaborate with textile engineers and material scientists to select the base fibers:
  - **Synthetic performance blends** (e.g., recycled polyester, spandex, nylon) for movement-focused gear.
  - **Natural & eco-materials** (organic cotton, bamboo, hemp) for lifestyle and fashion-forward lines.
  - **Technical knits and breathable mesh fabrics** for esports jerseys and gaming wear.
- Define technical goals like 4-way stretch, anti-odor, UV resistance, thermal regulation, and colorfastness.

### 3. Fabric Prototyping & Sampling

- Develop lab samples of custom yarn blends and weaves/knits based on the design spec.
- Evaluate and adjust for:
  - **Performance** (sweat management, compression, elasticity)

- **Comfort** (softness, weight, fit retention)
- **Aesthetics** (color, sheen, pattern adaptability)

#### 4. Testing & Quality Assurance

- Rigorous in-house and third-party testing across all use cases:
  - **Abrasion resistance** for high-intensity training gear.
  - **Breathability and ventilation** for both activewear and esports performance.
  - **Fade and shrink resistance** for lifestyle and fashion wear.

#### 5. Performance Customization by Category

- **Sportswear & Fitness Wear:** Enhance fabrics with sweat-activated cooling tech, compression zones, or seamless construction.
- **Fashion Wear:** Integrate structure or flow depending on fit goals, and enable bold dye capabilities.
- **Esports Apparel:** Engineer fabrics with cooling zones, anti-static properties, and long-wear comfort for tournaments and streamers.

#### 6. Sustainability Integration

- Prioritize **recycled yarns**, **biodegradable finishes**, and **waterless dyeing methods** where applicable.
- Utilize **low-impact production** techniques from yarn spinning to finishing stages.

#### 7. Final Fabric Approval & Scaling

- Once approved by the design and performance teams, fabrics are scaled for bulk production.
- Maintain consistency in **feel**, **function**, and **finish** across all batches to uphold brand standards.

At JREE Sports, our custom fabric development ensures that every product not only meets the demands of sport, fashion, and performance—but also reflects our innovation, sustainability, and commitment to the future of athletic and lifestyle apparel.

