

Lezat Brings Sustainability & Wellness to Women's Activewear Market

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Launched in March 2020, Lezat is a female-founded, factory-owned brand of activewear, loungewear, and sleepwear made from sustainable materials. The brand designs clothing for wellness-minded women who want easy, comfortable, stylish, and non-toxic things to wear and will be adding men's and children's clothing in 2022.

More information can be found at <https://www.shoplezat.com/>

Founder Jaleh Factor found herself frustrated “observing the cognitive dissonance in the activewear industry. People want to be healthy, fit, and well, but they are clothing and wrapping their bodies in fabrics made of plastic.” Consumers were choosing between major brands of activewear made from plastic, or few organic alternatives that primarily offered boxy silhouettes that many consumers found unflattering. Factor wanted to offer an alternative that was stylish, fun, feminine, and sustainable.

Having built a factory in Los Angeles over the last eight years, Factor decided to vertically integrate the brand. She sources directly from mills that buy from organic cotton farms. Alternative fabrications are made from recycled plastic bottles. Fabrics are pesticide-free, and dyes are non-toxic. The garments are cut and sewn in her factory in Los Angeles, ensuring adherence to quality and ethical production. Workers are paid a fair and living wage, and fabric waste is repurposed into dog beds for local shelters.

The styles themselves include organic cotton yoga sets, brushed joggers with matching tanks, tees, and pullovers, ribbed leggings with matching hoodies, windbreakers, buttery soft modal sleep sets, jersey jumpsuits and dresses – and of course, matching masks. Men's and children's are planned for 2022.

Lezat reimagines activewear, loungewear, and sleepwear to bring wellness + fashion together. For mindful consumers making conscious choices about the foods they eat and the products they use on their skin and in their homes, Lezat offers a fresh choice for clothing that is stylish, sustainable, and responsibly made.

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