

# MAKE MOVES

Working out means different things to different people, but one universal truth is that whatever you choose to wear during a sweat-inducing activity—or however you choose to move your body—you should feel comfortable and confident. That means your performance-enhancing goods should be made of technical fabrics that work to wick moisture away, dry quickly and support your body in all the right places. And of course, they also need to look stylish!

Enter H&M Move, an accessible version of sportswear, redefined as movewear. Its goal? To celebrate that everyone on the planet is already a mover, no matter their age, gender, fitness or ability level.

With this new line extension, the international fashion brand aims to empower women, men and non-binary people with its inclusive and expansive approach to activewear. In fact, they've come up with a

whole new term for the category: Movewear. "We're here to celebrate movement and invite the world to move. Removing barriers to sport is very much at the heart of our purpose, starting with democratizing sports apparel," says Simon Brown, general manager of H&M Move.

Using four exclusive materials—like sweat-wicking DryMove and stretchy SoftMove—the new offering has been manufactured to be gentler on the planet. Today, almost 85 percent of H&M Move products are made from recycled materials or sourced in a more sustainable way with a long-term goal of achieving 100 percent sustainability.

This first drop includes a variety of Move Essentials (think super-soft leggings, tops and bras), alongside training and running gear—with plenty more categories on the way. But how does Movewear perform? To find out, we enlisted five Canadian trailblazers to test-drive the new launches and share what movement means to them.



**Cherise Munkoh, 22, personal trainer**

**When you're not working with clients, what are some of your favourite ways to move your body?**  
"Strength training is definitely my favourite way to move my body! I love being able to lift heavy, feel and look strong and see my progress week by week. In November, I started doing spin classes at SpinCo, and I'm obsessed with the instructors, the energy and of course, the themed rides. Recently, I've started to also go to drop-in Pilates classes at my friend's studio, Nice Day Pilates. I'm always up for trying new ways to move my body!"

**For folks that are just getting into fitness and perhaps don't own much in terms of performance wear, what are the essential items they should look for and why?**  
"I would definitely suggest bottoms that are made from a sweat-wicking material! Some people find sweat embarrassing, but we're all human; it's natural and rather than feel ashamed of your sweat, you should feel comfortable in it. Finding bottoms that will leave you feeling dry and cool after a sweaty workout is key! I would also recommend looking for a high support sports bra that will make you feel secure during any movement."



**Christa Couture, 43, musician, writer and mother**

**What has your experience been with activewear and adaptive designs?**  
"Activewear has been one of the best areas for adaptive style—things like elastic waists, tear-away pants, those features are already designed for ease, so they've got a head start on being more widely accessible. Some brands are taking that next step further and adding additional adaptive features like hooks and Velcro for folks who don't have typical use of their hands or who use wheelchairs or other devices. What's very important in creating inclusive activewear is remembering that disabled bodies are also active bodies. The fitness world can be focused on only a certain type of body, and while I may not move in typical ways, I still love to be active, and I still need the right outfit for it!"

**What's one way you celebrate your body every day?**  
"Having a disabled body in this particularly ableist culture meant it took a long time to come to first accept my difference, much less celebrate it. But getting the "flower leg" (my floral prosthetic leg) totally changed how I see my disability. I used to try and hide it, but now making my disability visible has been a daily choice to elevate and celebrate my difference. The flower leg is my favourite accessory!"



## Five powerhouse women test-drive the new "Movewear" line shaking up sportswear



**Luciana Silva, 30, emergency medical dispatcher with Toronto Paramedic Services**

**The nature of your job puts you in a lot of difficult situations, both mentally and physically. What helps you healthily deal with that stress?**  
"Staying active—and therapy! I know therapy is still stigmatized, but, in all honesty, when hiking with my dog and dancing doesn't cut it, I talk to someone. Speaking to a counsellor or therapist has helped me discover my strengths, learn life-long coping skills for difficult

situations and improve my stress levels."

**How do you bring activewear into your everyday wardrobe?**  
"I love activewear, and I would say it makes up about 70 percent of my wardrobe. I like high-waisted leggings that have nice coverage over the stomach and lower back area and tops that aren't too cropped but aren't super long either. Support and comfort is key for me! I also try to keep up with the latest trends and look for items that I can wear in the gym and in casual settings, like the brown set I wore for this shoot!"



**Tavia Christina, 25, professional dance artist and choreographer**

**As a professional dancer and choreographer, what do you look for in clothing when you practice and rehearse?**  
"I look for comfort first, over anything else. I need something that will make my body feel its absolute best while rehearsing to physically deliver my best moves and execution of choreography. Of course, I also value aesthetics. I want something that makes me feel like me, because dancing and choreographing is a personal expression of my artistic voice, experiences and who I am as a human. I need my wardrobe to reflect that too."

**What are your thoughts on the H&M Move picks you wore for the shoot?**  
"First thing that caught my eye was the colour, wow! I love how the set bottoms are high-waisted and the bra top is more like a fitted tank top. As someone with a short torso and longer legs, I think the set accentuated my body type well! It felt so good on my body; it is super soft with some added ribbed fabric texture, which I couldn't stop touching! The shoes are super chic, lightweight and comfortable, easy to dance in or do some movement and stretching."



**Harshita Jha, 22, art student and model**

**Does stylish activewear motivate you to go to the gym or move your body?**  
"They say that if you look good, you feel good! That holds true here, and a cute activewear outfit gets me motivated to show up for myself. I've come to learn that I can bring my own style into how I dress when I'm working out. This helps me feel stylish and ready to take on any physical challenges ahead of me."

**What do you like most about the outfit you are wearing today?**  
"I really like the colour of this outfit, and my favourite pieces are the shorts and tank top that I'm wearing. The shorts are lightweight, and the high waist fits me really well. The tank top has a built-in bra and it's so stretchy

and comfortable! Overall, this outfit looks and feels great, not to mention it's made from recycled materials, which is amazing."