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Latest Material and Technological Developments for ActivewearPlay Fair at the OlympicsTrue Colours: VWhat's the message: a Primary Science Learning Unit planned for students working towards Level 2, which investigates classification and the use of symbols and codesLove Handles (FREE curvy romance, FREE First in Series, Romantic Comedy)Nike: Sportswear and Brand-Building Powerhouse1000 Football Shirts O/PEvolution of the Global Fitness IndustryApplication of Infrared Thermography in Sports ScienceShoemakerPlay Fair at the OlympicsFrom Sleepwear to SportswearWearable technologies for sweat rate and conductivity sensors: design and principlesTHE SPORTING SCENEKing of Vintage Vol. 3Vintage MenswearOne Tough MotherLycraNike: Form Follows MotionThe Responsible Company Joanne Yip John Devlin Janette Griffin Gretchen Galway Rebecca Rowell Bernard Lions Patrizia Gazzola Jose Ignacio Priego Quesada Joe Foster Janine D'Agati Pietro Salvo The Sporting Scene Douglas Gunn Gert Boyle Kaori O'Connor Mateo Kries Yvon Chouinard

Latest Material and Technological Developments for Activewear Play Fair at the Olympics True Colours: V What's the message: a Primary Science Learning Unit planned for students working towards Level 2, which investigates classification and the use of symbols and codes Love Handles (FREE curvy romance, FREE First in Series, Romantic Comedy) Nike: Sportswear and Brand-Building Powerhouse 1000 Football Shirts O/P Evolution of the Global Fitness Industry Application of Infrared Thermography in Sports Science Shoemaker Play Fair at the Olympics From Sleepwear to Sportswear Wearable technologies for sweat rate and conductivity sensors: design and principles THE SPORTING SCENE King of Vintage Vol. 3 Vintage Menswear One Tough Mother Lycra Nike: Form Follows Motion The Responsible Company Joanne Yip John Devlin Janette Griffin Gretchen Galway Rebecca Rowell Bernard Lions Patrizia Gazzola Jose Ignacio Priego Quesada Joe Foster Janine D'Agati Pietro Salvo The Sporting Scene Douglas Gunn Gert Boyle Kaori O'Connor Mateo Kries Yvon Chouinard

latest material and technological developments for activewear provides comprehensive coverage of academic research and industrial advances in this fast moving field as society becomes more health conscious athleisure and sportswear have arrived as key fashion items in the global apparel market in this book designers and material scientists will find information on fibers and textiles new processes emerging technologies and new applications that have helped to deliver this new wave of products in addition to these technical details the book covers consumer behavior along with product design and manufacturing

this report asks fundamental questions about the global sportswear industry questions that go to the heart of debates on poverty workers rights trade and globalisation olympism in the words of the olympic charter seeks to create a way of life based on respect for universal fundamental ethical principles this report shows that the business practices of major sportswear companies violate both the spirit and the letter of the charter yet the olympics movement particularly the international olympics committee has been remarkably silent in the face of these contraventions

slipcased edition of the football kits bibles true colours volumes 1 and 2

oakland hills romance book 1 when a couch potato inherits a fitnesswear company in san francisco sparks fly with her arrogant olympic medalist vice president the world of fitness apparel isn t ready for beverly lewis she hates the gym is nice to everybody and shops at ross dress for less when she s not teaching preschool she s wearing yoga pants to nap in so when she inherits her estranged grandfather s fitnesswear company in san francisco nobody expects her to keep it fite fitness needs a heartless suit to save it from bankruptcy not a thirty year old woman who cries when her students leave for kindergarten someone like liam johnson a former olympic swimmer liam is fite s executive vice president unlike bev he s devoted his life to fite s success managing one little preschool teacher and his attraction to her shouldn t be an issue right but bev s tired of being underpaid and underrated and refuses to step aside as an obedient figurehead to everyone s shock and horror she moves up to san francisco sets up an office and dives into the business nothing not mockery not exercise not sabotage not a disastrously hot night with her aggravating vp is going to scare her away as liam realizes she s tougher than she looks he discovers that losing fite might not be nearly as bad as losing her a story about the pursuit of love happiness and the perfect yoga pants love handles will speak to anyone who s ever had to face what scares her most warning contains at least two loves scenes and a happy ending read the whole series love handles oakland hills 1 this time next door oakland hills 2 not quite perfect oakland hills 3 this changes everything oakland hills 4 going broke oakland hills 5 going wild oakland hills 6 oakland hills romantic comedy boxed set books 1 3 quick takes oakland hills stories

nike is one of the most popular sports apparel brands on the market but before it grew to the worldwide success it is today the brand started in oregon with a college track and field coach a wild idea and a waffle iron this title introduces fans to the history of one of the most iconic brands in sports the title features informative sidebars exciting photos a timeline an important people section a glossary and an index sportszone is an imprint of abdo publishing company

the most comprehensive collection ever assembled of iconic football shirts featuring more than 1 000 illustrations representing 100 countries and 500 teams in addition to detailing the colourful histories behind legendary shirts this book also highlights the key players of important matches

and celebrates memorable victories inside you ll discover why pelé wore number 10 why the italian national team plays in blues and why the us women s team boasts two stars on its jersey football shirts have always been of paramount importance to the game creating a unique visual identity for each national and club team open this book and you ll travel around the world and through time in 1 000 shirts from arsenal to zenit finding the most loved most beautidul and most off the wall shirts along the way cover

the pandemic has taught us all how important it can be to look after our physical and mental health and how worthwhile it is to invest in taking care of ourselves this short book illustrates the main trends that are modifying the fitness industry worldwide and highlights contemporary relevance to strategic change it outlines what is currently happening within the promising fitness market and analyses the major emerging trends and the scientific data referring to startups that could become very interesting market players in the years to come sustainability and technology will be the subject of in depth analysis as they represent the main drivers that will guide the sector in the future the book also considers the most important aspect of sustainability related to the fitness industry and wellness more generally the silver economy the analysis is supported by an extensive database involving the 100 leading companies in the sector worldwide the novelty of this research is to provide a document analysing the typical characteristics of this market consumption dynamics consumer triggers and underlying the socio economic scenario the treatment of key themes such as fitness tech startups sport strategic management and above all innovation and sustainability make the book unique and appealing to researchers academics students and practitioners

this book addresses the application of infrared thermography in sports examining the main benefits of this non invasive non radiating and low cost technique aspects covered include the detection of injuries in sports medicine the assessment of sports performance due to the existing link between physical fitness and thermoregulation and the analysis of heat transfer for sports garments and sports equipment although infrared thermography is broadly considered to be a fast and easy to use tool the ability to deliver accurate and repeatable measurements is an important consideration furthermore it is important to be familiar with the latest sports studies published on this technique to understand its potential and limitations accordingly this book establishes a vital link between laboratory tests and the sports field

the remarkable story of how joe foster developed reebok into one of the world's most famous sports brands having started from a small factory in bolton since the late 19th century the foster family had been hand making running shoes supplying the likes of eric liddell and harold abrahams later immortalised in the film chariots of fire as well as providing boots to most football league clubs but a family feud between foster's father and uncle about the direction of their

business led to joe and his brother jeff setting up a new company inspired by the success of adidas and puma and so reebok was born at first money was so short that joe and his wife had to live in their rundown factory while the machinery that made the shoes was placed around the edge of the floor because it was so weak it could have collapsed if they d been positioned in the middle but from this inauspicious start a major new player in the sports equipment field began to emerge inspired by joe s marketing vision by the 1980s reebok had become a global phenomenon when they were the first to latch onto the potential of the aerobics craze inspired by jane fonda soon reeboks were being seen on hollywood red carpets and even in the film aliens where sigourney weaver wore a pair of reebok alien stompers like the international bestseller shoe dog by nike s phil knight shoemaker is a powerful tale of triumph against all the odds revealing the challenges and sacrifices that go into creating a world beating brand it is also the story of how a small local business can transform itself with the right products and the right vision into something much much bigger

how did women begin wearing pants prior to the 1920s it was a rarity to see women in pants in the western world but as the silk pajama trouser suit moved from the boudoir to the beach in the early 1920s it cemented the image of the trousered woman worn by jean harlow and marlene dietrich painted by raoul dufy and immortalized in f scott fitzgerald s tender is the night between the two world wars pajamas came to symbolize much more than sleepwear this book explores how the pajama phenomenon was not only critical to the careers of designers such as chanel patou poiret and schiaparelli but how the versatile garment was also bound to the independence of women and influenced culture more broadly through meticulous research and never before seen images the authors position pajama fashion in the context of the golden age of travel the rise of hollywood and the changing political climate of the early 20th century to reveal how the rising trend in sleepwear influenced the american look modern sportswear and the image of the trousered woman

wearable sensors present a new frontier in the development of monitoring techniques they are of great importance in sectors such as sports and healthcare as they permit the continuous monitoring of physiological and biological elements such as ecg and human sweat until recently this could only be carried out in specialized laboratories in the presence of cumbersome and usually expensive devices sweat monitoring sensors integrated onto textile substrates are not only part of a new field of work but they also represent the first attempt to implement such an innovative idea on a system which will be worn directly on the body the objective of this book is to present possible designs and technologies of low cost wearable sweat rate and conductivity sensors integrated onto a textile the first chapter deals with a preliminary introduction on sweat production and composition and the applications of wearable devices further the second chapter

describes the conductivity sensor i e the geometry materials and the coupling which includes a temperature sensor for precise measurements are discussed this is followed by a chapter on the sweat rate sensor and the technologies employed to fabricate it sensors that are based on a conductive yarns coated with hydrophilic polymers b conductive polymer fibres c hydrophilic polymers between conductive fabrics and d humidity sensors are described in detail finally the last chapter provides a study of sweat production in different body areas the calibration procedure and summarizes the results which arise from the tests on volunteers

king is back following a quickly sold out title king of vintage vol 1 dec 2009 rin tanaka featuring the king of vintage again yes this new title featuring super rare vintage clothing total 218 from 1870s to 1950s owned by larry mckaughan owner of heller s cafe in seattle wa it has completely different contents from his king of vintage vol 1 so it is focus on more deep worlds of american original fashions you can find how cool fashion people before wwii wore don't miss this new title

classic workwear sports and military clothing curated by connoisseurs of vintage clothing the vintage showroom is a vast collection of rare 20th century pieces that fashion designers and stylists pay to view using the cut and detailing of individual garments as inspiration for their own work offering one of a kind access vintage menswear now makes this unique resource available in book form featuring 130 of the most influential examples of 20th century and earlier european american and asian utilitarian tailoring and design the book is divided into three sections of sportswear militaria and workwear covering everything from 1940s flying jackets and polar exploration suits to vintage french denims stunning full page bleeds and front and back views showcase ground breaking designs in concept shape and cut providing over 300 lavishly illustrated pages of rare must see designs vintage menswear is the essential choice of 20th century vintage tailoring and detailing and an inspirational resource for students and menswear fashion designers and stylists

gert boyle shares the story of how she turned a smallish family firm into a booming success after being left in charge of columbia sportswear upon her husband s death in 1970 and tells about her personal life and challenges as the daughter of jewish immigrants young widow and mother of three

the anthropology of stuff is part of a new series dedicated to innovative unconventional ways to connect undergraduate students and their lived concerns about our social world to the power of social science ideas and evidence our goal with the project is to help spark social science imaginations and in doing so new avenues for meaningful thought and action each stuff title is a short 100 page mini text illuminating for students the network of people and activities that create their material world lycra describes the development of a specific fabric but in the process provides students with rare insights into u s corporate history the changing image of women in

america and how a seemingly doomed product came to occupy a position never imagined by its inventors and contained in the wardrobe of virtually every american and it will generate lively discussion of the story of the relationship between technology science and society over the past half a century

the responsible company by yvon chouinard founder and owner of patagonia and vincent stanley co editor of its footprint chronicles draw on the their 40 years experience at patagonia and knowledge of current efforts by other companies to articulate the elements of responsible business for our time patagonia named by fortune in 2007 as the coolest company on the planet has earned a reputation as much for its ground breaking environmental and social practices as for the quality of its clothes in this exceptionally frank account chouinard and stanley recount how the company and its culture gained the confidence by step and misstep to make its work progressively more responsible and to ultimately share its discoveries with companies as large as wal mart or as small as the corner bakery in plain compelling prose the authors describe the current impact of manufacturing and commerce on the planet s natural systems and human communities and how that impact now forces business to change its ways the responsible company shows companies how to reduce the harm they cause improve the quality of their business and provide the kind of meaningful work everyone seeks it concludes with specific practical steps every business can undertake as well as advice on what to do in what order this is the first book to show companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy its advice is simple but powerful reduce your environmental footprint and its skyrocketing cost make legitimate products that last reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come and earn the trust you ll need by treating your workers customers and communities with respect

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