

## Haute Knits Teacher Training-Transcript

### Haute Knits Tech Elastic

- I want to introduce you to a product that changed my career. Over 5 years ago I started, Allyce King Swim, a swimwear company for women, with a specialty pageant contestants. Over the years I had so many people ask me how I did it—What was my secret to creating such high quality, perfectly fitting swimwear?
- For a luxury level quality garment you need to have the highest of standards for the materials you are using. The first samples in my line were created with the traditional rubber elastic. The fabric was perfect—but the elastic was not. I was not getting the results I wanted. So much of the issue had to do with the struggle of using natural rubber elastic that was the norm for the past several decades.
- Natural rubber elastic is covered in talc to facilitate the feed through the serger foot. What a disaster! It was making me and my garments a mess. It was not as durable as my fabrics, knowing that ultimately the elastic would break down with heat, sweat, sun and chlorine. I knew there had to be something else that would be a better fit for me as well as my discerning clients!
- You may be thinking why not use clear elastic, or cotton swimwear elastic. These may be great products on their own, but are NOT suitable for high end swimwear and activewear. They are not able to withstand the stress of the constant stretch and recovery that is required in swimwear and activewear. They simply won't hold up to the activity your active pieces are designed for!
- We started using a different elastic product in all of our swimsuits—and what a difference!! This new elastic is now available as our Haute Knits Tech Elastic! It's been a game changer in my line, and we wanted to share it with you for the base of all of the activewear garments you make. This is the same industrial grade tech elastic in the RTW swim and active garments you see in the stores—developed by the big names in active sportswear.
- There are many fantastic elements to this product. One of the best ones for me is that I could give my clients a swimsuit with latex free/hypoallergenic components! That meant no more skin allergies or breakouts from latex irritation.
- Our Haute Knits Tech Elastic is a synthetic product—not natural rubber—so the common allergic breakouts and skin sensitivity were eliminated. And with no talc—the sewing experience was SO much better too!
- You will be using this a LOT in all of our Haute Knits projects, so here are a few more great things to know:

- It's Non-Stick—no messy talc, and has a Teflon like surface so it glides through the machine with ease.
- Heat Resistant—Withstands the dryer—it won't melt or break down!
- Washable—Can take multiple washings.
- Chlorine friendly—Long lasting and will not disintegrate after extended use in the sun or pool (like natural rubber will)
- We LOVE this product—and you will too!