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## **The Investigation of the Iranian Athletics Sport Wears Comparing with European Countries Based on the Design, Form and Applicability**

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### **Abstract**

Each kind of sport needs a special sport wear in order to provide an appropriate condition for sport activities. There are different valid sport brands in European countries that represent fashionable designs and models. The sport wears indicate the nature of the manufacturer country. In Iran, officials must pay full attention to the sport wears of athletics in both international and national plays. In this regard, the aim of the present study is identifying the sport wears in Iran as well as comparing with European models on the basis of design, form and application. From the viewpoint of view, the present research is applied one and also it is descriptive. The statistical community of the present research is all the producers of sport wears in Tehran. Excel software was also used in this study in order to analyze the data. The results indicate that the form and material of the sport wear is a significance issue among European brands. It is also observed that the factories of sport wear try to enhance their performances. Meanwhile, the most Iranian producers try to copying these models from the foreign brands. They don't like to produce new and domestic designs. According to the present study, it was indicated that Iranian producers seldom pay attention to the application of these cloths.

**Keywords:** Sport wears, Sports wear design, Production of sports wear, European brand, Iranian brand.

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## **Introduction**

Sport wears have a specific situation in the process of sport programs. Sport has a significant role in order to develop both international and national relationships. Sport wears of each country reflects the culture and the art of that country. It also helps to create a suitable sport style as well as creating a best culture. Each sport costs a lot of annually in both executing and observing. The ministries and sport organizations pay attention to this concept specifically. In addition, there are numerous related programs in the mass media as well as sport magazine and news which attract their special audiences (Azarbani & Kalantari, 2006). Designing the sport wears has been very important issue from the past. Sport wears have varied ritual, symbolic and ceremonial usages. Sport wears give the athletics validity and qualification (Manshahia, et al, 2014). Social and economic evolutions, enhancement of human knowledge about cloths and all kinds of sport wears are the reasons of requirements of suitable and roomy clothes for athletics. Cloth indicates an individual's identity as well as human dignity. The purpose of sport is informing the athletics in order to get professional in different fields. Sport is one of the important issues around the world. Some people are the fan of sports, others are the professional athletics. There are special programs in mass media that are allocated to the sports and its related issues (Schweinbenz, 2000). There are a lot of large factories with the mass production of sport wears. These factories attract numerous people using different designs, models and stitching for the clothes. On the other hand, they can participate in the markets of the world (Watson, et al, 2013). Different foreign brands are working in our country. They have vast activities through the country in different cities. These markets supply their cultures on the basis of clothes. The type of the sport is determined by its special cloth. On the other hand, the selection of sport wear is influenced by the environmental conditions which the athletics work in (Fazeli, 2012). According to the researchers, sport wears must have two specific features as the following: they should be light, loose fitting and comfortable and the design must be in accordance with environmental conditions. The color of sport wears affects the fans and athletics on the basis of psychological and beauty aspects (Manshahia, et al, 2014). Sport wears are varied in their models and designs. There is no diversity in the color of sport wears and their set out. Cloth indicates the people's identity as well as the human dignity. Iranian athletics are the representatives of our country, so their sport wears play an important role in order to represent our culture and identity through the visual messages. Women were prohibited from playing sports about 150 years ago. Today, there is no balance about participating men and women in playing sports. It means that women have a limitation in a variety of facilities such as

financial, management, cultural and structural. Physical education for women has a special significant in Islamic republic of Iran, because it has a lot in common with men sports. It also influences the health and happiness in both men and women. There are some limitations and rules based on the Islam commanding that were allocated for women's sports. This concept is very important in Iran because Muslim women need dedicated facilities in order to have physical activities (Monazzami et al, 2011). The cloth of athletics is a main factor in both national and international field. The Iranian clothes is involved a message for the world in order to show our culture and tradition. So the clothes of athletics must be produced on the basis of Iranian knowledge and symbols as well as traditions. The designers of clothes were looking for the problems of Muslim athletics based on their sport wears from the past. The anthropology studies indicate that there was a relationship between sport and people's religion in many ancient cultures (Anvar Alkhouli, 2001). Sport clothes with Islamic features are not only for Iranian women but according to the world plays; many other countries have had these sport wears. Ramila Akhtar the head of the federation of Muslim women sports stated that: the enhancement of Muslim women athletics motivated other Muslims in order to follow their sport activities more seriously. In the Asian games of Doha, the foreigner designers designed special sport wears for Muslims. Today, we have many qualified designers who can implement Islamic attitudes in their clothes designs. In this regard, designing the proper sport wears based on the culture and Islamic dignities is one of the purposes of designers. In other word, the designers try to get independent from foreign countries in the process of designing (Azarbani& Kalantary, 2006). In this research we investigate the design, form and usage of sport wears in our country. Also we want to persuade the cloth factories in order to follow these features and rules.

### **The Specification of Sport Wear**

A sport wear has some specifications. A sport wear should be comfortable while absorbing body sweat. It must be dry during the practice and should be completely sized. Sport wear should be protective, isolative and should be elastic. The protective property keeps the athlete against inclement weather. The more the sport wear is thicker; there is higher thermal insulation and moisture resistance (Watson, 2013). During workout, the body creates heat that should be transferred to the environment through sport wear layers. Sport wear should not prevent moisture transfer out of the body because the remained moisture causes inconvenience for the athlete. The insulation property increases this inconvenience. Thus, thermal insulation and resistance to moisture is key factors in sport wear (Rop, 2014).

- Suitable sport wear should provide the following conditions:

- A suitable condition regarding body temperature and moisture
- To have absorption property and proper transfer of the moisture
- Preventing the malodor caused by the athlete's body sweat
- Compatible with the athlete's skin
- To have tensile property without any movement limitation
- To be fit and sized
- To be light so that it does not interrupt the physical activity
- To dispose water and dust to high extent
- To be thermal and water insulation

The color of sport wear has mental effects besides aesthetics. Wearing clothing that limits the physical activity should be prohibited. Wearing loose clothing can also interrupt the athlete concentration and may stick somewhere and hurt the athlete.

### **Sport wears material**

The material of the sport wear must be in accordance with related climate. Every athletic must wear an appropriate cloth in accordance with the weather conditions. For instance, wearing shirts with synthetic fibers like nylon is not good for the body and its health. During the exercises the body sweats more than its normal situation, so the sport wear must be appropriate according to these features. The best material for the sport wears is cotton. Cotton textiles absorb the sweat of the body because of their ability to absorb high amount of moisture. Another benefit of cotton clothes is their ability to prevent heat rash. Generally polyesters are combined with cotton in the sport wears. This process maintains the form of the clothes. Numerous athletics wear nylon sport wears or windgaud sport wears . These clothes should have lining. It is necessary to produce sport coat and pants with a cotton lining. The cotton lining keeps the body from bad smell. Clothes with synthetic fibers cannot remove the heat of athletics body. So it sometimes leads to heat stroke. Nylon sport wears are more easily washed as well as a long life, but cotton clothes are more compatible with the skin of our body. The negative features of textile industry have been developed from the last decay as the following: using new synthetic fibers and nanotechnology. The spandex fibers pass the moisture through themselves. These clothes are so flexible during the stretched exercises. Stretched textiles are used in t-shirts, socks, cycling jerseys and running clothes. These are

useful for the skins of athletics and keep them cool. The permeability textiles are useful for physical exercises like mountain climbing (Ziminewska, et al, 2011). There are different sport brands in the markets. Some of them are less popular than the others. Customers are unfamiliar with numerous brands so they confident to the popular brands. Popular brands attract the customers (Yee et al, 2008). Customers try to buy products which are related to their characteristics. The brand attractiveness influences an individual personality indirectly (Kinuthia et al, 2016, 226).

### **The color of sport wears**

The color of clothes is significant in three levels: physiology, sociology and psychology. We should notice about the combination of colors in the sport wears. The combination of proper colors effects on the design of cloth. It is important to combine colors and materials in the design of sport wears appropriately. Many countries use the color of their flags in the sport wears. Clothes with pink, red, white, green and blue are recommended for women as well as indoor games. Women also can use violet, khaki and azure colors for outdoor games. Sport shoes with the light colors like white are also applicable for women. Men also can use khaki, navy blue and grey colors.

### **Sport wears design**

Athletics are the representative of their country in the international fields. They indicate religion, culture and traditions of their country. Today, the design of sport wears is an important issue in the textile industry. When the sport wears become more fashionable, they play an important role in the customers' attitudes. The clothes designers must comprehend the differences between fashion and sport. Nowadays, people wear sport wears more than other clothes even they were sport wears in their daily activities.

### **Suitable pattern for sport wears**

When the clothes patterns are suitable as well as their proper sizes, the designs of that cloth become attractive. Also, when it is fitted to their body, the design is perfect. The material and the type of textile affect the degree of comfort ability. On the other hand, the clothes designers have some limitations about sport wears. Complicated designs are not applicable in sport wears. Suitable sport wears shouldn't have additional textiles. So it is necessary to observe these standards in the production of sport wears.

### **Research method**

The present research is applied and descriptive- comparative one. Librarian resources were also used in this study. We investigated the sport wears producers based on the form, design and usage of these clothes. The statistical community of the present study was all the sport

wears manufacturers in Tehran. There were about 50 factories and some of them are inactive. Therefore we sent a questionnaire to all of these factories. Only 10 factories answered to this questionnaire. This questionnaire includes three parts as the following:

- 1- Cover letter: this letter involved the title of the research, purpose, and appreciation of the respondents.
- 2- Public questions: this section includes 10 questions based on the products, types of products, raw materials and types of colors and textiles.
- 3- Specialized questions: this questionnaire includes 18 questions based on the form, design and usage of sport wear.

The questionnaire distributed to 50 persons. Forty persons didn't answer to the questions. Finally 10 questionnaires analyzed. Then data were classified based on the percentage of data. Excel software was also used in order to describe the data and analysis of the questionnaire.

## **Results**

Popular brands such as Nike, Adidas, Reebok, Puma and Fila are the favorite brands in Iran. According to the studies of three brands like Nike, Puma and Adidas we conclude that these are the most popular brands through the world. So, numerous Asian markets developed their activities in order to enhance their incomes as well as their sales. Design, form and usage of the sport wears have been always the most significant concerns of the producers. Research and development institutions consider to the material, quality and other features of the products (Zimniewska et al, 2010, Yee& Sidek, 2008, Oggiano et al, 2013).

## **Design and Form**

Sport wear are designed to be light and to be comfortable for the athlete. In any sport, sport wear should have some specifications. It should be free enough to not to limit the athlete's movements. Standard sport wear act as a uniform. In team sports, each group is recognized by its clothing color. Thus, design and color of the sport wear is very important and in some sports, the color of the clothing indicates the athlete's position in the team. In European countries, people prefer to purchase active sport wear so that the sale of this kind of sport wear has been increased. Some attribute this increment to the comparative design. A lot of typical sport wear are single- gender. So, men and women look nice in them. Brands directors believe that available sport wear for women is produced based on men sport wear. Their color is turned into pink and it has become smaller in size. This is the only difference. The designers have paid especial attention to this sport fashion and they see it as a chance for higher income. These designs and forms of sport wear are in harmony with women's tendency

for their typical wear. Therefore, this leads to a new product named “athleisure.” Many designers are working in sport wear manufacturing companies in this field. In design of sport wear using kinds of fiber and new technologies, following items should be considered:

- The capability to breathe for cooling the athlete’s body
- Water absorption
- Resistant to discoloration
- Fast drying after washing
- Resistance through the sun ray

### **Sport Wear Function**

In many countries, considerable amount of gross domestic production is allocated to service sector. By increasing the number of service companies and subsequently growing competition and also continuous change in customers’ tastes and rise in their expectations, the biggest challenge for such companies is maintaining and keeping the competitive advantage. The existence of competition among service institutions and corporations to gain the most market share and also gaining customer satisfaction have caused institutions try to gain a privileged position in the market and customers look for the best producers. Achieving the above objectives is closely related to two concepts, products quality and customer satisfaction. Examining these two concepts is more important than other factors due to especial features and they are very significant for service companies.

The assessment of service quality in customers’ viewpoints and customer satisfaction is considered as the internal measures that indicate the orientation of organizations and companies toward quality. Service quality consists of the availability of service for the user. It requires quality, design, function and available location for presentation of the service. Theorists, in expressing the significance of service quality and customer satisfaction, say the management of gaining customer satisfaction is one of the most important duties and priorities of companies’ directors and continual commitment to gain customer satisfaction is the main prerequisite of the success.

Sport wear includes special clothing for each sport plus shoes. They bring convenience for the athletes. Clothing such as shirt, T shirt, short and sport jackets are used by the athletes. Some athletes wear combination of above clothing. The function of sport wear has led to development of new fibers in clothing. The cloth of sport wear is designed to be cool, to be dried rapidly and to be resistant in discoloration and shrinkage. It must be washable and

resistant against sunlight. With respect to sport type, the athlete can use sport wear by which his functional features are provided besides to be comfortable, resistant and fashion. The sport wear designed for sport in which there are many movements and the athlete is more active than the other sports impacts on athlete performance. These sport wears are tensile and elastic and provide convenience for the athlete during the match.

### **Investigation the Iranian brands of sport wears**

Being faithful to the brand is one of the important concepts in the customers' behavior. Customers believed that special brand represents the exact features of the products. The price of the product influences by form and the quality of sport wears. In this regard, the customer becomes a faithful user of that brand (Kinuthia et al, 2012). At first the customer buys that brand, if they were satisfied with the brand they will buy it again. All the above statements are because of the product which is familiar and confident. A questionnaire was prepared in order to investigate the level of designing, form and usage of sport wears.

#### **Iranian manufacturing data**

Many of these manufacturing units explained about their history and activities. These units have a long history of working in this industry. The amount of production based on the sport wears are as the following:

Table 1: the amount of sport wears production based on sex

Sex	frequency
Female sport wear	10
Male sport wear	10
Both production	10
Total	10

The manufacturing units in Tehran produce sport wears for both men and women. Most of these factories have special brands for their own. The results indicated that 40% of these units don't use any design. So they copy the designs of foreign countries. 30 % of these units declared that they have designers in their company. They also stated that one expert is working in their units. Of course 30% of these units declared that they have two experts of this field in their units. 70% of units stated that although they have designers in their factory, they use the foreign designs as well. 20% declared that they have special designs and never copy of the foreign forms. 10% of respondents stated that they often use foreign designs. Finally the popular units declared that they never copy the foreign brands. Figure 1 and figure 2 illustrate the attendance of designers in manufacturing units.



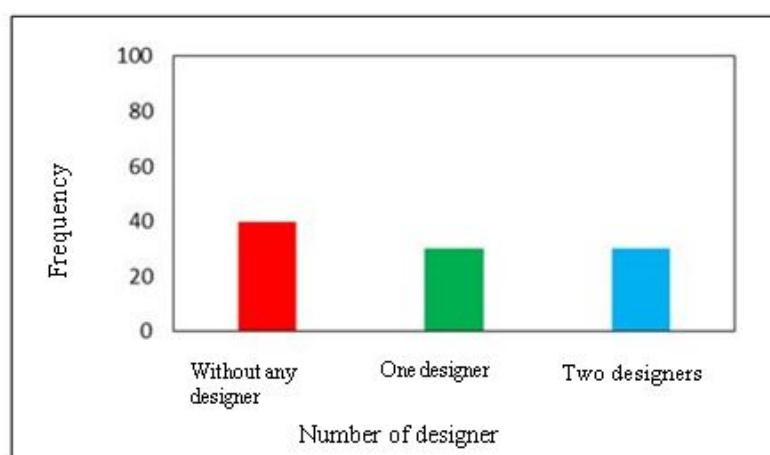


Figure 1: Number of designers in the sport wears manufacturing units

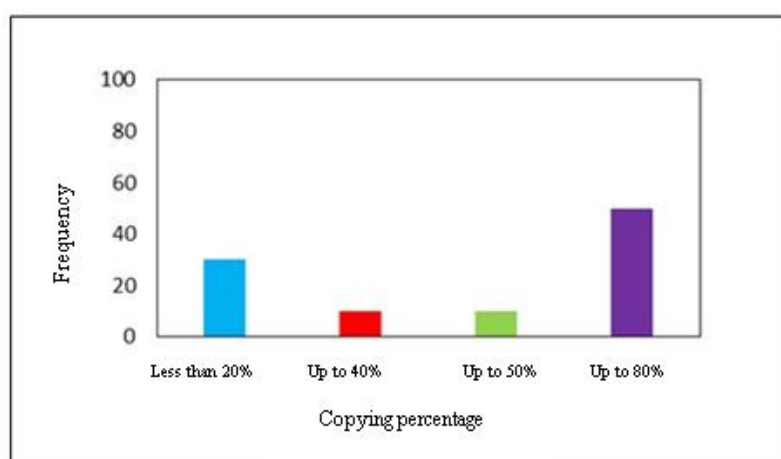


Figure 2: The possibility of copying foreign designs

According to the achieved data about 70-80% of manufacturing units copy the designs of foreign countries. These manufacturing units produce sport wears for the following sports: swimming, football, weightlifting, and wrestling. 80% of respondents stated that foreign sport wears are more popular in our country. Although 100% of respondents believed that they use sizing which is compatible with Iranian body in their products. But they didn't have any sufficient information about sizing. They provided some tables which were included in sizing and related information. They also use the modern sewing machines for the better quality of sewing. The remained 50% of respondents had modern machines as

well as ancient ones. Another important concept in sport wears is their qualities. The quality is involved material, proper pattern, exact sizing, appropriate textile and raw material. 40% of producers use synthetic fibers in their products. 60% of them use combined yarns with natural fibers and synthetic fibers. The raw materials of this textile were produced in our country while 10 percentages of them were from foreign countries. The remained 70% factories used both foreign and domestic textiles in order to produce their products. Figure 3 and figure 4, illustrate the usages of yarn and other textiles in the process of producing sport wears. There are varied colors in the production of sport wears. More than 80% of manufacturers have three colors in their products or more than that. Undoubtedly these varieties of colors are for satisfying the customers. Figure 5 is on the basis of above results:

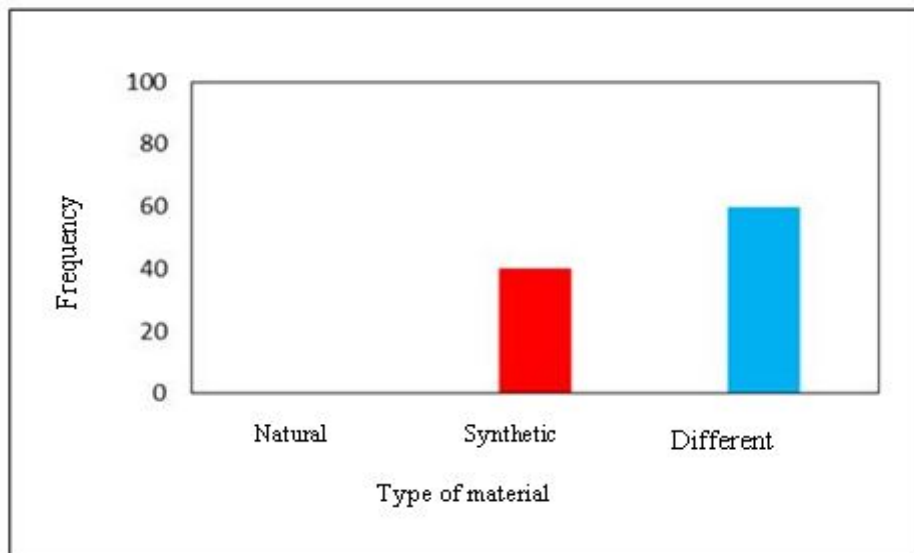


Figure 3: Synthetic yarns in the sport wears

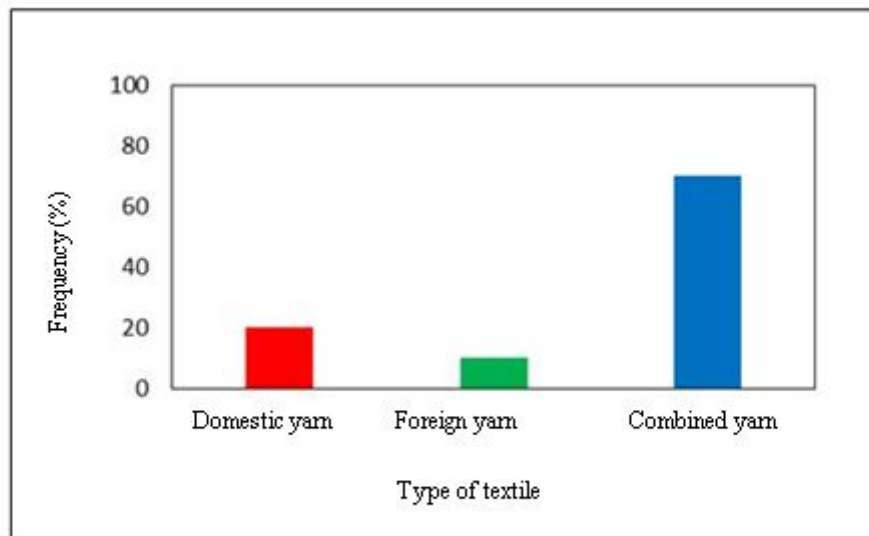


Figure 4: Type of textile in the spot wear production

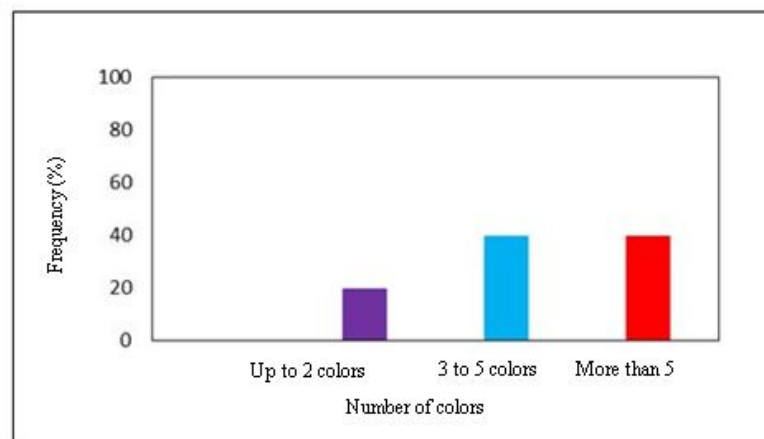


Figure 5: Number of colors in sport wears

Generally, these colors are selected based on the fashion, policy of decision making and the consumers' tastes. The most important principals which are necessary for designing of products are illustrated in figure 6:

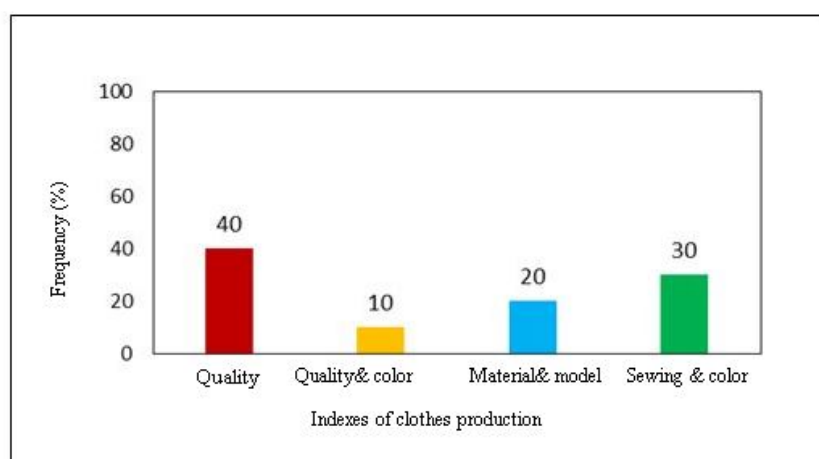


Figure 6: Main indexes of sport wear production

As it can be seen in figure 6, the highest frequency is related to the quality. So, these factories consider the quality in order to participate in the competitive markets of the world. About 10% of respondents rarely notice to the color and quality in their production.

## Results and discussion

### Analyzing the foreign brands for sport wears

According to the investigations of the current study, Iranian athletics are keen of three popular brands like Adidas, Puma and Nike. The reasons for this interested feeling are as the following:

- 1- The studies indicate that modern designation and as well as consideration of the form and quality are the most important features in the production of foreign sport wears. Social attitudes, cultures and different communities affect the process of designing. Designers answer the demands of consumers by producing the sport wears with outstanding forms and designs. The designers must consider to the designing and provid new clothes and also predict the time of changing the customers' tastes. It is important to notice to the users of each type of clothes. Sport wears have their own users but general clothes are used more than the other models. These clothes are in the level of casual and conventional clothes. One of the important features of sport wears designation is their simplicity of their designs. There is a special element is the process of designing these kinds of clothes. The selection of this element is based on the consumers' opinions through the comment form. Finally, all the designations take

place on the basis of customers' opinions. There is no individual taste in this stage. There is a comprehensive investigation about the athletics' bodies in the popular brand factories. Design of clothes as well color and textile coordinating are considered in these factories. It seems that, the performances of factories and intellectual stability are the two reasons which lead to the customers' loyalty to these brands.

## 2- Sport wears, quality and material

The most important stage in the sport concept is selecting the proper sport wear. An appropriate sport wear persuade the person in order to participate in games and plays. Apart from quality and material, hygiene is another necessity factor for the sport clothes. Using the proper raw materials is another important concept of producing sport wears. Synthetic fibers are combined with natural fibers in order to enhance the quality of the cloth. Polyester is the example of this combination. These factories have been considered modern fibers like micro and Nano. Modern technologies are used in order to provide better features in the textiles. So it is good for the athletics' clothes. Durability is another significant concept of the sport wears. Today environmental protection is a significant issue through the manufacturing units. So they prefer to use materials which are environmentally friendly rather than harmful materials. They also effort to reduce the production wastes. Sewing is another important parameter in the process of choosing clothes. Inappropriate sewing provides a bad feeling for the customer. So, he/she wouldn't buy that kind of cloth. An inappropriate sewing reduces the value and the wealth of that cloth. The main and important concept in the sport wear discussion is final sewing. Therefore, it is possible to implement modern methods in the process of sewing. Sewing machines are used in many types like pocket sewing machines, zipper sewing machines and sewing stitches on the clothes. Different parts of cloth must be coordinated with each other. When there is no compatibility among these features, the customer avoid of purchasing that product. So, coordination is the main parameter in the process of choosing clothes.

## 3- Analyzing the Iranian brands of sport wears

We investigated ten Iranian brands but we found out that there is no acceptability of Iranian brand among the athletics. The reasons of these statements are as the following:

- 1- Lack of knowledge about the physical aspect of athletics' body on the basis of these brands
- 2- Inappropriate design of sport wears

- 3- It seems that the performances of these factories don't have direct relationships with the opinions of athletics. They also don't use comment forms and never pay attention to the customers' comments.

The results indicate that Iranian companies design clothes on the basis of single- gender. It means that there is a single design for both men and women. This designation is different only in color. The process of designing has no significance in these factories. Although they hire cloth designers, they copy the design from the foreign countries. Some parameters are important for the Iranian body such as: appropriate size, applying standard patterns and proper sewing. When there is no consideration to the above parameters, domestic consumers won't be accepting these products. Apart from this, supplying foreign products in the domestic markets persuade the consumers to purchase those products. The quality of clothes also is very important factor. The most foreign textiles are including synthetic fibers which enhance the quality of clothes. Sewing of cloth is another significant issue. So, every designer should consider to the design of sport clothes based on the type of related sport. The first hypothesis of the current study states that Iranian sport wears are not suitable for the athletics based on the form, design and applicability. It seems that the Iranian sport wears are not suitable for the domestic usage because of their materials and applicability. Finally, it is obvious to state that the Iranian sport wears don't obey the standard rules. According to the changes in life style, the sport wears were influenced by different aspect of social life. The applicable aspect of these products which is related to their domestic feature has been reduced. Customers are not satisfied with the products because of changing in the functiones of sport wears. On the other hand, the consuming patterns are the main indexes of life style. Today, the sport wears consumers are encountered with the numerous resources. So, these resources have an important role for the transformation of Iranian Islamic identity as well as creation of foreign cultural identity. This transformation may lead to changing in their life style. The second hypothesis of the current study indicates that Iranian sport wears are influenced by the foreign clothes. There are varied foreign brands in Iran which are popular among people. According to the investigation of functional nature of these sport wears, it is clear that they have special features. So these clothes are better than Iranian clothes. Loyal customer purchases these brands without any consideration to their costs. Foreign brands have applicable and standard features as the following: design, pattern, sewing, modern technology, material, hygiene, color, branding, quality and customer orientation. Some main indexes are important in the process of investigation the features of each brand (table2).

Product index	features	Access method
Name of brand	<ul style="list-style-type: none"> <li>- Introduction of sport wears benefits</li> <li>- Representing more advertising</li> <li>- Repurchasing of the product</li> </ul>	<ul style="list-style-type: none"> <li>- Fashion magazine</li> <li>- Fashion media</li> <li>- Presenting best pictures via advertising</li> </ul>
Quality	<ul style="list-style-type: none"> <li>- Stating the features of sport wears</li> <li>- Color</li> <li>- Ability to the customers' demands</li> </ul>	<ul style="list-style-type: none"> <li>- Enhancement of sport wears features</li> <li>- Subtilizing to the cloth applicability</li> <li>-</li> </ul>
Cost	<ul style="list-style-type: none"> <li>- The value of the brand</li> <li>- Price payment</li> </ul>	<ul style="list-style-type: none"> <li>- Inclination of buying brands</li> <li>- The level of satisfaction by consumers</li> </ul>
Model	<ul style="list-style-type: none"> <li>- Visual aspect</li> <li>- Features of sport wears</li> <li>- Produce the fashionable wear</li> <li>- Purchase the last style of sport wear</li> </ul>	<ul style="list-style-type: none"> <li>- Customer's awareness about fashion designs</li> <li>- attracting customers</li> <li>- having satisfaction of wearing clothes</li> <li>- inclination of buying fashionable clothes</li> </ul>
	<ul style="list-style-type: none"> <li>- presenting the services with a proper quality</li> </ul>	<ul style="list-style-type: none"> <li>- Customer's satisfaction from the</li> </ul>

Customer orientation	<ul style="list-style-type: none"> <li>- appropriate relationship between seller and customer</li> <li>- consideration of special services</li> </ul>	<ul style="list-style-type: none"> <li>market</li> <li>- Inclination of buying from the special shopping center</li> <li>- Evaluation the services by the customers</li> </ul>
Same shops	<ul style="list-style-type: none"> <li>- The same layout of products in different branches</li> <li>- Showcase layout</li> </ul>	<ul style="list-style-type: none"> <li>- The effect of discipline on the customer</li> <li>- The ease of purchasing for the customer</li> </ul>

Table 2: Main indexes of sport wear brands

It is certain that any brand of sport wear would be successful if it considered the mentioned indices during manufacturing to achieve the customer satisfaction. And to increase the sale market and success in sport brands, it is necessary to pay attention to type of product and the way of presenting services. Some of the features are indicated in “Table 3”

Feature	Notes
Design	Attention to the fashion, employing the famous designers for production, designing the various types of clothing and shoes for all ages, considering design and aesthetics rules, using specific symbol in designs, meeting the customer needs in design, simple design
quality and physical features	Comfortability in physical activities,



	absorption of sweat during sport, to be tensile and elastic, resistant against UV, resistant against washing and sweat, to be lightweight and anti-wrinkle, thermophysiology convenience, good feeling of clothing, washable, water proof, antimicrobial.
material	using natural fibers, using Polyester for better appearance, microfiber Polyester tricot cloth, using cotton with Polyester, using elastic cloth due to its elasticity property, Nylon, latex and composites, Acrylic Fibers, Cotton, Polyester and cotton-Polyester tour.
Visual and physical features	The right size of the clothing with athlete's body, proper function of the clothing, proper color of the clothing, proper design and pattern of the clothing, the harmony among the clothing parts.
Size, pattern and sewing	using standard size, standard patterns as per Muller's method. Using computer patterns in production, attention to clothing sewing features, using industrial sewing machines

## Conclusion

With respect to that there has not performed any research on sport wear, in the present research, we examined some sport wear of Iranian athlete and we also compared them with European sport wear in terms of design, form and function. As a whole, the results revealed that the sport wear is designed based on single-gender type in Iran. That is, women and men sport wear is the same. The design of the sport wear is not an important factor and the pattern of the sport wear is copied and produced from foreign designs even by employing clothing

designers. Another pivotal factor of sport wear form is not using proper sport wear for Iranian body size and also not applying standard patterns with proper sewing. Lack of experience and enough knowledge of above mentioned items in manufacturing departments lead to copied products from foreign sport wear.

Thus, it is recommended that organizations should observe the entire above items in sport wear design. Manufacturing units should pay enough attention to staffs training in order to increase their knowledge and subsequently higher quality of the products.

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