



Perfect Promotional Products for Your Customers or Yoga Centre? Find Out Practical, Pretty and Versatile Printed Leggings!

**Branded sportswear** belongs to the most amazing corporate gifts when it comes to utility and image return. A must-have during sports activities, which are increasingly practiced even within the company, personalised sportswear items are useful at home as well as for personal hobbies. From **personalised tracksuits** to **branded windbreakers**, giving away these pieces of clothing is a successful advertising move.



Even more so if we adopt some markedly versatile items as promotional products, which can be used in different contexts besides sports. This is the case of **printed leggings**. Besides being widely used in yoga and Pilates classes, this branded sportswear item is suitable for running and gym exercises too. Moreover, it is also worn quite often as normal clothing. Precisely because they can meet different needs, **printed leggings** represent a significant resource for companies and sports or yoga centres.

Facts, Peculiarity, Popularity: Leggings Under the Lens

Leggings have been a fashion for several years now. Besides, the trend of getting them personalised or to buy **custom leggings with name and prints** has spread too. These little extras give the piece of clothing a more personal and characteristic touch. But what lies behind the popularity

of the most loved, simple and versatile custom yoga accessories?

**Custom branded leggings** boast a particular history and properties. These both make this personalised sportswear at the same time attractive and very useful. Made unique through prints, writings and – above all – the brand logo, they will make excellent publicity thanks to their features, but also because everyone knows them and will appreciate such useful accessories, even if they already have a pair or more at home. Finally, leggings are widespread in the world of yoga and Pilates.

*Some Facts About Leggings: Before They Became Fashion Items and Corporate Gifts*

Although they have come back into fashion not so long ago, **printed leggings** have a very ancient origin. We find them in the war uniform of soldiers, who used to wear them under their pants. They were then rediscovered around the 1950s, giving rise to an alternative version with a band running under each foot. The type of leggings we know today, however, spread in the 1970s and owes much to Capri pants, compared to which, however, it is way more adherent.

The current fashion of simple or **printed leggings** was launched in the early 2000s. Since then, we find them in sporty, elegant, informal and sought-after outfits. Besides, branded leggings are for adults and children, for women and men alike. And, last but not least, **printed leggings** populate yoga and Pilates classes and come in handy for several other physical activities – both indoors and outdoors – as well.



### *Printed Leggings Features: What Makes These Corporate Gifts Extremely Versatile*

We all have in mind how leggings are. They are super-tight, comfortable and practical pants. Their distinctive quality is the elasticity, which is due to the material in which these sports accessories are generally made. They differ from other [custom track pants](#) and [custom sports shorts](#) because they are made of cotton and elastane. The latter is a natural fibre which is responsible for the maximum fit of custom leggings. The result is a high practicality in movements and an incredible adaptability of the fabric to the legs. Your **printed leggings** will then be perfect for any target, thanks to their flexibility.



Part of the versatility of leggings as yoga accessories and promotional products lies in the variety of applicable print types and the wide richness of the catalogue. This includes branded leggings for women and men, besides allowing the creation of **custom leggings** for children. The differences between the various models do not end here, as the assortment includes printed leggings different in colour and length. Some are long up to the knee; others cover the entire leg up to the ankle. In this way, you can create **printed leggings** suitable for the season when you want to distribute them as personalised yoga accessories or promotional products.

As for the printing possibilities, among the techniques available we find three. First, screen printing is perfect for applying logos and simple designs on your corporate gifts. Secondly, transfer printing is a digital process that guarantees maximum rendering in terms of colours and details. Lastly, embroidery is the safe choice for those who aim at fine-looking **printed leggings**.

### *Ideas for Using Printed Leggings as Corporate Gifts and Promotional Products*

Due to their properties and the success they enjoy in the world of fashion and sports, **custom leggings** are an important marketing resource when used as corporate gifts or promotional products. They can be given to the team, employees, members of sports centres or gyms. They are a must for those who practice yoga or Pilates, but they are suitable for any sport.

For this reason, custom leggings with logo are of course perfect **corporate gifts** for anyone who works with athletes. Besides that, however, they prove to be successful as promotional products for companies that care about the health of their team as well. Here are some ideas on how to make the most of them depending on the brand that chooses them as promotional products:

- For yoga centres and gyms that offer Pilates classes, **printed leggings** are a must-have. Their elasticity makes the movements comfortable and avoids any impediment during the activity. For these businesses, it is a great idea to give away **branded leggings** along with other [personalised sports accessories](#) or [custom yoga accessories](#). [Personalised candles](#) too can be part of your gift, as they are often used for meditation. The result will be complete corporate gifts, with which to communicate to your subscribers your closeness and willingness to offer them the best experience, focusing on originality, comfort and well-being;

# HI Gift

- Any company which is attentive to the health of its employees can make printed leggings or **custom leggings with logo** and distribute them to its team. Everyone will be able to wear your **branded leggings** during a yoga class with colleagues at a company break or use them for their own personal practice. In this case too, if brands distribute **custom leggings with logo and name**, they can combine them with other personalised sportswear, such as [custom sports t-shirts](#) or [custom sports tank tops](#).

Sports centres, gyms, shops, companies: it does not matter who makes and distributes **printed leggings** as corporate gifts or promotional products. Any brand can benefit from the comfort and versatility to spread its name. Printed on the fabric, your logo will certainly circulate, not least because **branded leggings**, often worn in non-sporting contexts, will be noticed by a very large number of people – alias potential customers.

