

NiteSweatz

by Taylor Arnold

Lesley Hatfield doesn't want you to break a sweat. At night, that is. An experienced Exercise Physiologist and Licensed Personal Trainer, Hatfield is the creator of NiteSweatz, a line of cool sleepwear made of a unique moisture-wicking material. "This is ideal for women with hot flashes and night sweats," she says. "The fabric pulls moisture away from the body and keeps you cool and dry all night."

It all began when Hatfield had a long time client complain of night sweats from perimenopause. An exercise professional for 10 years, she suggested that her client sleep in her running gear. "I saw that there was this huge demographic of aging women," she says. "I knew I would be crazy not to cater to the Baby Boomers. This woman has taken care of her family and now it is time to take care of herself, and she doesn't have a problem paying for it."

She developed her idea further and created a line of cool sleepwear made from Intera fabric, the world's only patented permanent moisture transparent technology that actually pulls moisture away from the body allowing it to evaporate faster. Some of her most popular items include the Yoga Pant and Cami Top Set, as well as the irresistible Spaghetti Strap Chemise Gown. "Having worked out in these fabrics for years, I know what's good and what's not," she says. "This is for people who understand the power of good material."

To relieve the discomfort that so many women experience with increased body temperature, Hatfield created NiteSweatz, and the response from her customers has been nothing short of amazing. "I started out asking people what they liked and didn't like about pajamas," she says. "I continue to ask people today. We have focus groups all the time, and I really try and listen to my clients." Ideal for women who experience hot flashes, NiteSweatz also offers relief during pregnancy, chemotherapy and obesity.

When the time came to select a name for her line, NiteSweatz was a no-brainer to Hatfield. "It was a fun play on words," she says. "I wanted to play off this problem that people are having. When you come home you just want to get into your favorite sweats." She also looked to other designers for ideas and guidance. "Sara Blakely was a great inspiration of mine," she says. "She was a catalyst for jumping off that cliff and a beautiful picture of the American Dream."

These days this new mother is busy juggling all of the duties that come with running her own company, but Hatfield says she wouldn't have it any other way. "It's a crazy ride, but one I'm supposed to be on," she says. "Right now my home is my office. The blackberry is the working Mom's best friend." She is also constantly working to keep her designs on the cutting edge. "We want to change with the times," she says. "Fabrics just keep getting better. I want to stay with the best and offer women the highest quality product we can."



Atlantan Lesley Hatfield, pictured above, has created a comfortable and sweat absorbent sleepwear line for the hip woman with an active lifestyle who wants to still feel sexy in her PJs.

She also works hard to develop garments that meet the needs of women's ever changing bodies. "We want to appeal to a broader market than just the menopausal woman," she says. "If women don't take care of themselves, who will take care of the world?" Hatfield is a wearer of NiteSweatz as well. "I wear nothing but this," she says. "It just feels good."

A visionary and a risk taker, Hatfield knows all about following her dreams. "So many women have great ideas but don't go after them because they don't want to jump off that cliff," she says. "But if you've got that drive and that entrepreneurial spirit, and if you believe in it and it keeps you up at night, then you have to do it." She is also an advocate of surrounding yourself with people who can help you achieve your goals. "Ask questions," she says.

"Find a mentor. Surround yourself with people who can help you."

As for the future of NiteSweatz, Hatfield sees nothing but bigger and better things. "I see NiteSweatz as an international brand, expanding into men's and children's clothing," she says. "I hope that eventually I am in a high rise office next to Spanx having lunch with Sara Blakely." Today, however, she is just thrilled to offer her customers a more peaceful and sweat-free sleep. "I am helping women with their sleepless nights and that feels good," she says. "I've been in a place of service for so long that my goal is to help people and comfort women in this hot season of their life."

For more information call 1.800.611.0069 or visit www.nitesweatz.com.