

Claire O'Neill - Lycra

Athleisure - Fibre Technology to Fashion Trend



A Textile Design graduate, Claire O'Neill has worked within the apparel industry for 29 years in a variety of different roles.

In 2010, she joined INVISTA, owner of the LYCRA® fibre, COOLMAX® and THERMOLITE® brands, as marketing manager for the UK and Scandinavia. Her responsibilities range from coordinating all intimate apparel swimwear and athleisure marketing initiatives to researching and leading innovation projects, events planning and presenting the latest INVISTA technologies.

She regularly connects with the leading brands and retailers in her segment, liaising with their supply chains, including garment manufacturers and fabric mills around the world, and assisting in commercial programmes, branding and any LYCRA® fibre queries.

