Retail Innovation Shout Out: Ministry of Supply Brings High Tech Fabrics to Business Casual

by Hala Hassoun

High tech fabrics are becoming increasingly popular as footwear and apparel companies continue to innovate new products. While many of these innovations have been relegated to athletic wear, such as machine-knitted running shoes or sports bras that monitor the wearer's heart rate, one company is using high tech fabrics in men’s business casual apparel. The Ministry of Supply is a new startup founded by three MIT grads who were interested in creating business clothing that performed more like outdoor gear. The company uses high-tech fabrics such as a NASA-developed material that can store or release energy to monitor a wearer’s body temperature. Other innovations include a polyester fiber infused with coffee grounds for odor-absorption, water repellant membranes, and the use of bonded shirt collars and cuffs that keep their structure without any stitches. To ensure that their products would meet the needs of the company’s target millennial consumer, the founders hired the former head of design at Brooks Brothers. The clean lines and modern silhouettes appeal to active young professionals.

By providing business apparel that is both comfortable and functional, Ministry of Supply is able to reach a growing customer segment that does not want separate wardrobes for work, casual, and play. Now, working professionals no longer have to compromise comfort for style.


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