

## **Why Indian summers make Polyester Girls' Kidwear a Bad Choice — A Climate-Based Guide for Parents**

Tweeny Mini advocates for polyester-free kidswear, promoting breathable fabrics for better comfort during extreme summer conditions



# tweeny mini

**Delhi, India Apr 24, 2026** ([IssueWire.com](https://www.issuewire.com)) - With India experiencing increasingly intense summers, **Tweeny Mini**, a premium D2C girls' kidswear brand, is drawing attention to a critical yet often overlooked factor in children's comfort—fabric choice. The brand is urging parents to reconsider the widespread use of polyester in [girls summer joggers set](#), citing its unsuitability for hot and humid climates.

India's summer temperatures regularly cross 40°C in several regions, with the India Meteorological Department reporting frequent heatwave conditions across North and Central India in recent years. In coastal regions, humidity levels often exceed 70%, compounding discomfort levels, especially for children.

Despite these conditions, [girls cotton joggers set](#) in children's apparel due to its affordability and durability. However, textile and dermatology experts have consistently highlighted its limitations in hot climates. Polyester, being a synthetic fiber, restricts airflow and has low moisture absorption compared to natural fabrics like cotton. Studies in textile science indicate that polyester absorbs less than 1% of its weight in moisture, whereas cotton can absorb up to 7–8%, making a significant difference in sweat management.

"Children are far more sensitive to heat due to their higher metabolic rates and delicate skin," said Dr. Ananya Mehra, Pediatric Dermatologist. "Non-breathable fabrics like polyester can trap sweat and heat, increasing the risk of heat rashes, skin irritation, and discomfort during prolonged wear."

[Tweeny Mini](#) also highlights a major gap in consumer awareness. While many parents prioritize style and occasion when purchasing kidswear, fabric composition often receives less attention. Occasion wear, in particular, tends to feature multiple layers of synthetic fabrics, linings, and embellishments that reduce breathability.

According to industry observations, a large percentage of [full sleeve cotton t-shirt](#) in India contains significant polyester blends, often marketed under terms like "wrinkle-free" or "easy-care." However, these features can come at the cost of comfort during extreme weather.

The impact is especially noticeable across India's diverse climate zones. In North India, where dry heat dominates, non-breathable fabrics can accelerate overheating. In coastal cities such as Mumbai, Chennai, and Kolkata, high humidity prevents sweat evaporation, making polyester garments feel sticky and uncomfortable.

Tweeny Mini recommends a shift toward climate-appropriate fabrics such as cotton, linen, and mulmul (muslin), which allow better airflow and moisture absorption. Rayon (viscose) is also emerging as a more breathable alternative for occasion wear.

"Modern parents are becoming more conscious about what their children wear, not just in terms of style but also comfort and safety," said **Ujjal Chakraborty, Head of Digital Marketing at Tweeny Mini**. "Our focus has always been on creating polyester-free clothing that aligns with India's climate while still offering premium design and quality."

The brand also advises parents to look beyond surface-level attributes such as weight or appearance when selecting summer clothing. Lightweight garments made from synthetic fibers may still lack breathability, while ensuring cotton linings in festive wear can significantly improve comfort.

As climate patterns continue to intensify, Tweeny Mini believes that awareness around fabric choice will

play an increasingly important role in children's fashion. By prioritizing breathable, skin-friendly materials, parents can help ensure their children remain comfortable, active, and protected during the harsh summer months.

**About Tweeny Mini** Tweeny Mini is a Delhi-based premium D2C girls' kidswear brand specializing in polyester-free apparel designed for comfort, safety, and style. The brand caters to modern Indian parents seeking high-quality, climate-conscious clothing for their children.



## Media Contact

Ujjal

\*\*\*\*\*@tweenymini.com

91-9319910807

ndcreate Designs, Dwarka, Delhi 110075

<https://tweenymini.com>

Source : Tweeny Mini

[See on IssueWire](#)

