

Fashion & Fitness

Inspiring Grace Through Design

(NAPSA)—According to estimates, the number of people practicing yoga in the United States is at least 17 million, with Americans now spending \$3 billion annually on yoga products.

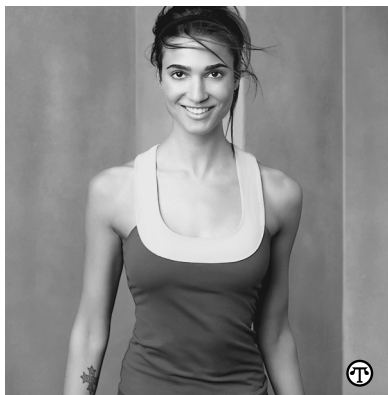
For people who practice this ancient wellness technique, one of the more important accessories is clothing. Here are some recommendations to consider while you are shopping for yoga and fitness attire:

- **Fit is important**—Look for well-made clothing that is lightweight, moisture-wicking, breathable and flexible, offering good coverage for comfort and freedom of movement for a graceful flow as you move from position to position.

- **Style**—There's a variety of yoga clothing for you to choose, from sporty to feminine. It's important for you to feel confident in what you are wearing, and there's no need to sacrifice style for comfort.

According to the American Institute for Yoga Training, an estimated 76.9 percent of yoga practitioners in the U.S. are women. As a result, many of the brands of yoga clothing are geared toward helping women feel comfortable in their practice.

For example, Zobha, a new yoga and fitness apparel line for women—which takes its name from a Sanskrit word meaning “grace, beauty and brilliance”—offers superior performance products with a sophisticated and stylish design aesthetic. Company founder Jamie Hanna wanted to create a line that offered great fit and performance in fresh, stylish designs. But even more, she wanted to create designs that would evoke and inspire the quality that most attracted her to yoga: grace.



A new line of fitness apparel offers women the comfort and flexibility they need when doing yoga or pilates.

The high-performance apparel has a unique fabric blend of Supplex® and Lycra® that is soft to the skin, wicks moisture and supports the body without binding. Flat seams do not itch or cause chafing, while label and care information is screen-printed on the fabric for greater comfort.

The Zobha line delivers an excellent and consistent fit that provides adequate coverage across the bust, waist, hips and bottom, with the graceful movements of yoga and pilates in mind. The pieces are sized accurately to give a “true” size that is consistent throughout all styles in the line, facilitating reliable on-line shopping.

A Zobha maternity line will launch in fall 2008, along with a second season of exciting styles and colors. Line extensions into men's, yoga accessories, children's wear and complementary apparel pieces are also in the works. The clothing is available online at www.zobha.com, as well as at leading yoga studios, fitness clubs and other stores.