



MEDIA ADVISORY

Bloom with Vanda Ms Joaquim this National Day

Special edition yoga leggings design inspired by Singapore's national flower



Caption: Flower-charge your workout this National Day with Yumi Active's Oomph Capri – Vanda Ms Joaquim (special edition)

SINGAPORE, 20 July 2018 – Functional but boring activewear is old news. Get blooming with a homegrown activewear brand [Yumi Active](#) and elevate your fitness game with the Oomph Capri- Vanda Miss Joaquim, a special-edition print designed for Singapore's 53rd National Day celebrations.

Diana Chang, Founder, Yumi Active said: "As a theme, flowers are commonly used in activewear, but few go deep to explore designs for specific flowers. We chose Vanda Ms Joaquim as the design inspiration for this National Day special edition Oomph Capri as it is the only hybrid to be chosen as a national flower credited for its resilience, vibrant colour and all year-round blooming quality - all attributes which reflect today's modern, active and vibrant women."

Oomph Capri – Vanda Ms Joaquim is part of the 'Blooms of the East' collection, an intricately designed and hand-crafted collection highly influenced by exquisite Asian flowers which comprise Vanda Ms Joaquim (Singapore), Sakura (Japan), Rose of Sharon (Korea), Orient Plum (China) and the Lotus (Vietnam).



Caption: Hand-sketching Singapore's national flower Vanda Ms Joaquim designs for Yumi Active's 'Blooms of the East' collection

The Yumi Active series of Capris provide stretch and flex in unparalleled comfort with the ultra-fine yarn blend of miFlex fabric technology, custom-made by Yumi Active. With superior four-way high-stretch sports fabric, miFlex caresses every athletic turn with silky smooth support that bends every mile with you. Advanced moisture wicking ability is embedded in every fibre to consistently cool performance and provide a quick dry experience.

Antimicrobial finish actively prevents bacteria for a more hygienic standard of fitness and anti-piling texture extends the lifespan of performance wear.

Oomph Capri Vanda Ms Joaquim is available at Yumi Active and retails at \$95 [online](#) and at the showroom: 364 Joo Chiat Road, Level 2, Singapore 427609. First-time customers get a \$10 voucher and free shipping when they subscribe to Yumi's newsletter. Showroom hours: 11am – 8 pm on Monday – Friday; 10am – 6pm on Saturday and closed on Sundays and public holidays.

From now till 31 August 2018, receive a special 10% discount at [baking.co](#) with every purchase of Oomph Capri – Vanda Ms Joaquim, all colours applicable. This is valid for [baking.co](#) first time customers only.

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About Yumi Active

Yumi Active (ゆみ ; 裕美) or abundant beauty in Japanese, was founded by Diana Chang with the ambition to bring modern workout apparel and accessories to everyday women to inspire them to uncover the extraordinary potential of their body. With designs that turn heads and an obsession with quality, Yumi brings a little of the runway to the gym, yoga studio and running track. Maximize fitness performance and comfort with Yumi's on-trend designs, contemporary cuts and an exceptional range of quality and technical fabrics. Get glowing and join the active tribe at <https://yumiactive.com/>

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