

Press Release

Yumi Active – Singapore's latest haute couture activewear brand

Irresistible selection of Asian-themed designer workout apparel for women tailored to maximise comfort and performance.



Caption: Glow with confidence, power, and grace in custom engineered antimicrobial performance fabrics made in-house.

Singapore, December 1, 2018: Singapore's activewear market for women saw the exciting emergence of Yumi Active (www.yumiactive.com), the country's latest haute couture activewear label. The brand was formally introduced at a launch party held at Yumi Active Studio to a group of 100 specially invited guests.

The launch showcased Yumi Active's signature Eastern-themed collections - the floral-inspired *Blooms of the East* and the Asian cultural richness-inspired *Heritage of the East*, which features bold and energetic prints like Peranakan tiles, Korean symbols, Japanese Shibori Tie Dye and Indian Mehndi (Henna) Art (Appendix A).

A key highlight of the afternoon was the preview of Yumi Active's solid colour and mesh styling range. Made with in-house customised miSkin, a luxuriously-soft performance fabric

with a velvety touch and paired with a unique selection of modern hues (Appendix B), the solid colour range is a meticulously-planned addition to the brand's portfolio. Fitness enthusiasts can literally "wear their uniqueness" with choices that stand out for the distinct combinations of fabric, styling and colours.

The activewear brand is conceived by entrepreneur Diana Chang - a passionate active lifestyle enthusiast who wants to see women adopt a positive, active lifestyle and uncover their extraordinary potential.

"Yumi Active is the result of my personal interest in exploring how to make activewear better and more exciting," explains Diana Chang.

"We are obsessed with 'Top quality' as we seek to inspire and thrill the discerning and knowledgeable modern woman for whom aesthetics, style and comfort are paramount. It has taken us more than two years of R&D, sampling and testing with over a dozen factories and fabric mills. The end product is something I am very proud of--- other than the beautiful designs, great performance fabrics and excellent workmanship, our apparel come with antimicrobial finishing for better hygiene, bacteria and odour management that aren't common in most activewear brands available today. Our fabric technology allows women to flex, bend, stretch, and move with unparalleled ease and comfort."

The launch follows a successful, limited roll out of Oomph Capri-Vanda Ms Joaquim, a special-edition print inspired by Singapore's national flower to coincide with Singapore's National Day Celebrations (Appendix C).

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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/>

About Diana Chang, Founder & Managing Director, Yumi Active

Diana Chang- an MBA-holder in Strategy and Organisation from the National University of Singapore- held several senior managerial positions with various organisations in the education and financial-services' sector before she ventured into her new passion.

Having personally experience the physiological and psychological benefits of leading an active lifestyle following a health setback, she founded Yumi Active to enable women to fully appreciate the beauty, strength and confidence they can experience from regular workouts.

This passion is complimented by the dream to create an iconic Singaporean brand that is both, a testament to the world-class quality that Singapore is known for and a symbol of the uniqueness, diversity and richness of Asian culture and heritage. She is committed to making Yumi Active a brand that women wear with great personal pride and fulfilment.

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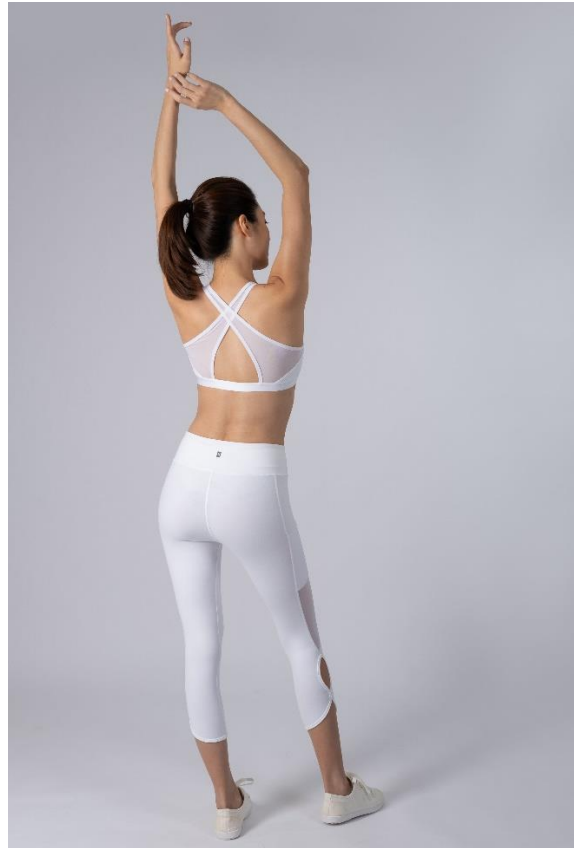
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Appendix A – Heritage of the East Collection





Appendix B – Mesh Collection



Appendix C – Vanda Ms Joaquim Performance Leggings

