



MEDIA ADVISORY

Stylish, Subtle & Ultra Comfortable: Yumi Active's mesh leggings in uniquely Asian prints set to excite women fitness enthusiasts

New product range will enable Singapore's homegrown premium activewear brand cater to a wider group of female fitness enthusiasts. The latest additions will be rolled out in February and March at leading retail outlets like TANGS, Takashimaya, Isetan Scotts and Design Orchard.



Caption: The Yuga Sarong Kebaya mesh legging, with its distinctive Asian design on mesh, epitomize style, subtlety and comfort – a great motivator and mood booster to one's fitness regime!

Singapore, March 2, 2020: Less than 15 months since it formally launched and carved a distinctive place for itself in the active lifestyle space, Singapore's premium activewear label Yumi Active (<https://yumiactive.com>) is expanding its product line to excite greater numbers of female fitness enthusiasts. The key highlight is the Yuga mesh leggings (Appendix A) together with two new long line sports bras (Appendix B), which collectively offer greater choice and comfort for a more satisfying workout experience.

This sleek legging epitomizes Yuga - literally "graceful" in Japanese - while harmoniously blending style, performance and unmatched comfort with its high-quality technical fabric¹. True to Yumi Active's commitment to showcase the richness of Asian cultural heritage through its activewear designs, the Sarong Kebaya with its origins from Javanese, Peranakan and Orientalist styles is the inspiration for this exclusive Yumi print.

The mesmerizing floral design, which is the hallmark of the delicate batik pattern synonymous with the Sarong Kebaya, is intricately infused onto the mesh for a gorgeous, yet subtle, sporty look. The leggings are designed to be high-waist fitting, making them squat-proof as well figure-flattering with a comfortable no dig waistband, and 2 functional mesh pockets (with sarong kebaya mesh on the pockets too!).

"We are introducing the Yuga series to cater to the preferences of a wider group of female fitness enthusiasts who are pursuing activities beyond yoga – gym work, barre, outdoor activities, HIIT or spinning, for example- who may find our rich colourful prints a bit too overwhelming," says Diana Chang, founder of Yumi Active. "Our Yuga mesh leggings, with beautiful Eastern motifs and subtle print patterns in single solid colours are a novel addition to leggings lovers who want style with subtlety while enjoying utmost comfort."

To complement the Yuga mesh leggings, Yumi Active is also introducing two long line sports bra for better coverage and support compared to normal sports bras: the Mistica V II Sports Bra and the Balletic Flow Sports. Designed for the modern, sporty chic woman looking for a stylish, high performing, trusty support, the new series of ultra-comfy sports bras lets one spin, turn, flow and pirouette freely through every movement of each workout.

"Not only are we keen to get as many women embrace an active lifestyle, we would love them to enjoy and feel good about themselves while doing so. We are continuously looking to improve our product range in terms of aesthetics and the experience our users get. We are relentlessly exploring innovative ways to introduce a distinctive Asian flair to our activewear designs," adds Diana.

Availability

The Yuga Mesh leggings retailing at S\$88- are currently available online in Imperial Blue and Misty Pink* at <https://yumiactive.com> and at TANGS at Tang Plaza Level 3 Active Department. They will also be rolled out at the following locations:

Takashimaya Level 4 Sports Department: 25th Feb - 16th Mar '20

Design Orchard: 6th Mar '20 onwards

Isetan Scotts L2: 24th Mar '20 onwards

**Black Yuga Mesh Legging will only be available in early – mid Apr 20.*

¹ About miSkin performance fabric

Designed to help take on fitness challenges comfortably with confidence, the miSkin fabric series is engineered for unrestricted 4-way movement with compression that feels incredibly soft against the skin. The great moisture-wicking fabric is paired with an anti-microbial finish that not only helps one dry quickly during the most intense workouts but also allows one to wear it for longer hours as it slows bacteria growth on the fabric due to sweat. For more on Yumi Active's fabric technology, visit: <https://yumiactive.com/fabric-technology>

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. Beginning with designs that turns heads and an obsession with quality, Yumi Active blends inspiration from haute couture and Asian influences to create high-quality workout apparels and accessories for the modern, fashion-savvy woman. 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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Appendix A – Yuga Mesh Leggings (Sarong Kebaya)







Appendix B – New Long Line Sports Bra

Mistica V II Sports Bra



Balletic Flow Sports Bra

