



FOR IMMEDIATE RELEASE

Game-Changing Activewear by Yumi Active Where Luxurious Comfort Meets Affordability in Perfect Harmony



Get ready to glow and move with confidence in the new KANSO Sculpt Series Bottom and experience unparalleled support, and a flawless fit that will redefine your fitness journey!

Singapore, [3 July 2023] - Fitness aficionados, brace yourself! Yumi Active, a homegrown premium activewear brand renowned for their ultra-comfy workout clothes, is set to push the boundaries as they unveil their four-year labour of love in the much-awaited collection: the Kanso Sculpt Series. The latest rollout is made with an unmatched blend of game-changing fabric that promises to deliver ultimate comfort, enhance performance and provide a flawless fit without breaking the bank.

Yumi Active's founder, Diana Chang, emphasised, "While the market may be saturated with similar offerings, we identified unmet needs from the invaluable feedback we received from our customers over the past four years. Our unwavering commitment to crafting activewear with premium fabric has been at the core of our brand since day one, and we are excited to bring our expertise to bridge the price-quality gap that consumers seek on comfort and performance."

The Kanso Sculpt Series is not only going to be wallet-friendly but comes with advanced moisture-wicking technology that sets it apart from other similar activewear in the market.

"Wicking is an essential technical function that sets sportswear apart from non-sportswear. It plays a crucial role in keeping the wearer comfortable and dry during physical activities. With the Kanso Sculpt Series, consumers can say goodbye to discomfort caused by excessive sweating and embrace a new level of performance. By efficiently absorbing and releasing moisture, our fabric enables quick evaporation, keeping the wearer dry and cool throughout their exercise routine. We are committed to delivering top-notch sportswear that allows every user to enjoy an unparalleled workout experience and keeps them at their best", adds Diana.

To elevate the wearer's experience, this new collection is engineered with an impressive 2x more compression than its predecessor, ensuring optimal support for even the most rigorous workouts. Made with a lighter and softer material, the Kanso bottoms guarantee an ultra-comfortable fit, and will be perfect for Singapore's sweltering climate.

Taking into account the needs of taller and more petite individuals, this series is designed to be height inclusive with length variations offered for the full-length leggings. Wearers can expect a perfect fit that enhances their performance and leaves them feeling confident and unstoppable whether they're hitting the gym, practicing yoga, or running their daily errands.

With increased health awareness and the positive benefits of active living, comfortable and figure-flattering activewear should be a wardrobe essential rather than a luxury. Shattering industry norms, Yumi Active is offering activewear that can stand head-to-head with global powerhouses by delivering incredible value without compromising on style or performance so that every woman can experience a good pair of performance tights.

"We want to motivate women to embrace a positive, active lifestyle by making workout apparel and accessories desirable. Being active improves your mood, emotional state, and ability to cope with life's stresses. Our goal is to see women choosing to embrace life with

enthusiasm and excitement. The Kanso Sculpt Series perfectly embodies this philosophy, empowering women to unleash their inner strength and radiate confidence in every aspect of their lives”, expressed Diana.

For more information about the Kanso Sculpt Series and to stay updated on the latest news and events, visit yumiactive.com or follow Yumi Active @yumiactive on Instagram, Facebook and Youtube.

Availability

The Kanso Sculpt Series retails at a price range of S\$45 - \$59 and will be available at the following locations:

Preview launch from 29th Jun 2023:

- **Design Orchard**, 250 Orchard Road, Singapore 238905

Official launch from 5 July 2023:

- **Yumi Studio** (80 Changi Road, Level A - Unit 15, Singapore 419715)
- **Takashimaya** Level 4 Sports Department
- Online: <https://www.yumiactive.com>

About miSkin Compression performance fabric

Designed to help individuals take on fitness challenges comfortably with confidence, the miSkin Compression fabric is engineered for unrestricted 4-way movement with high levels of compression that provides unparalleled support, yet feels incredibly soft against the skin. Crafted with enhanced moisture-wicking technology, users will feel dry and cool throughout their rigorous exercise routine and embrace a new level of performance.

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 and is dedicated to creating modern, high-quality apparel and accessories for everyday women. Drawing inspiration from understated Asian design, Yumi Active seamlessly blends function, performance, and fashion to create workout apparel that embraces and reflects every woman's active lifestyle.

We believe that every woman's wellness journey should be celebrated. At Yumi Active, our commitment goes beyond providing exceptional activewear. We want to provide women with a new level of comfort and style during their workouts, empowering them to feel amazing and confident whether they're hitting the gym, practicing yoga, or enjoying outdoor activities.

So join the vibrant and active tribe at Yumi Active, where you can celebrate your extraordinary wellness journey. Be inspired, radiate confidence, and embrace abundant beauty with activewear that makes you feel and look your best.

Discover the Yumi Active experience today at <https://yumiactive.com/>.

Media Library for Kanso Sculpt Series:

- Images - [Download here](#) or scan QR code below:



- Kanso Sculpt Series Video - [Watch here](#) or scan QR code below:



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