

## Yoga wear – seven ways to move, wherever and however you move



Yoga clothing brands have traditionally lagged behind other sportswear companies in the fashion stakes due to a concentration by the major players on more 'athletic' sports like soccer and tennis. Yoga's non-competitive nature has also been a drawback – without the pull of a major competition every couple of years or a sports star to show how yoga gear can be worn, it's held its place (no pun

intended) but has never convinced that it could be the all-purpose clothing to take you fashionably from car to gym session to supermarket like a [football t-shirt](#) or [Lacoste sports dress](#).

That's all changed now. [Leggings](#) were the first related boost to yoga's slim and simple appeal, showing that a slim frame can look stunning [unaccompanied or dressed-up with a black leotard](#). Cue the 2010s athleisure revolution, in which brands like Off White and Nike crunched data that showed millennials are busier, but too busy to change clothing three times a day, whilst being just as (actually *more*) particular about how they look between appointments. Athleisure was the term to describe what they were already wearing and what millennial models began getting paid to wear – [leggings with a hoodie](#) and white sneakers or [jeans with a sports bra](#) and leather jacket – and yoga wear, designed to go incognito but also complementary for the best figures, fits the bill just fine. It's not just black leggings anymore, its fashion – take your pick from this diverse selection this year.

## [lululemon](#)



Focusing on function and fun over formality and stringent fashion concerns, the Canadian brand provide a toned template which can be kept simple in a myriad of mute color schemes or is useful as a base for more diverse athleisure looks. The key to their mid-price point success is the lack of overt branding, and high quality garments. You're not wearing Lululemon clothing for vanity's sake (although if you've got the physique it won't let you down) but to do yoga. Add complementary accoutrements like [sweater](#) or [winter jacket](#) to suit the weather and your next port of call.

## Ultracor



Proof of the subtle (and sometimes stark!) differences in yoga wear styles and customer-bases. You're still in leggings territory, but the intent is more serious and the color tone – far from Lulumelon's friendly pastels – gravitates toward a monochrome source. Of course, Ultracor's clothes are beautiful and practical, but geared towards those who want a little bespoke acknowledgement when they're working out or shopping hard. Ultracor leggings are famed for their side star patterning ... or [velvet slashes](#) anyone?

No Ka Oi



Don't be distracted by the hard to pronounce name, the arty appearance of some of their website or the *made in Italy/inspired by Hawaii* assertions, this is a seriously good active wear label that can provide a match for much that [Virgil Abloh](#) brings to the Paris runway, but that can be easily simplified into some very practical and utilitarian parts. If their [edgier looks](#) don't exactly fit the yoga mould (at least not this side of the 21<sup>st</sup> century) then you need to be thankful yoga – like you're life – is not all they're made for.

## [Manduka](#)



Sustainability has moved from being the buzzword around fashion week to a concern that brands such as [Prada](#), [Stella McCartney](#) and even [Vogue](#) magazine are determined to tackle via a

commitment to recycling and/or carbon-neutral initiatives. With yoga pants that feature a high-waisted line, Manduka ensure Yoga is also an all body-inclusive activity, while being transparent about their use of the best, recyclable materials. Search [other yoga clothing brands that have an equal commitment to the environment](#).

## Outdoor Voices



Subject of a 2019 [New Yorker article](#) that shows just how important active-wear is to fashion retail in the coming decade, Outdoor Voices blends social media savvy and design expertise with a focus on community/customer level engagement and [inclusivity](#) for a not extortionate price. Fashion has become – rather than simply a look that you purchase – an extension of all other aspects of your world, as experienced through your myriad social and work commitments, and given added dimension via your apps. Outdoor Voices is attuned to the fact that there is no better metaphor for this universal philosophy than yoga itself.

## Varley



With a look that is part yoga studio but that sculpts the kind of [sensuous lines you might expect from a lingerie brand](#), Varley creates some seriously beautiful yoga wear that it promotes as a ‘second skin’ – flesh colored or [snake skin effect](#) or [spotted](#) prints give Varley a risqué quality, with [added strings](#) and [Letelux](#) support the best way to turn heads while you’re being your most stunning, active self.



**PE Nation**



'Sporty with attitude' to the core, of all the **yoga clothing brands**, PE Nation most looks like a collaboration run from a major sportswear name, and will turn heads as much from inquiry as out of genuine appreciation of the look. While 'The Nation' also branches out into more street-oriented

athleisure pieces like [denim](#) and [sweats](#), their [Bring it Home](#) line is a glossy prelude to where athleisure is quickly moving – between studio, running track, mountain and bus stop!

## [Gucci](#)



A tendency to scoff at the exaggerated price tag or [The Royal Tenenbaums](#)-like aesthetic doesn't do justice to Gucci's audacious tackling of the athleisure conundrum. For a while, couture was baffled by streetwear and sportswear – the disregard for formality and convention that began with punk and that has reached its apotheosis with the design dualism of [Off White](#). High fashion now incorporates elements of low fashion and sportswear; it may not be completely practical but then life in all its costume changing complications rarely is. Also see [Versace](#), [Alexander Wang](#) and [Balmain](#) if you insist on the **best yoga clothes** money can buy.

## Ready to Stretch

So there you have it, **yoga brands** to suit most temperaments and body types, from work day practicality to the heights of eccentric couture. With one or two of these looks in the bag you can

accessorize and hybridize to your heart's content, and get down to the serious business of Mountain Pose safe in the knowledge that you've looked fantastic and that you still do. Inner peace at last.