

Stay Fit and Stylish With Urban Yoga

MUMBAI, November 17, 2015: Urban Yoga - a premium fitness wear brand - has unveiled a new, innovative and stylish range of fitness clothing, coupling elegance and comfort together. Drawn from the ethos of the brand - fashion for the soul, the new collection has a wide variety of chic yoga wear that is stylish enough to be worn as workout wear and lounge wear.

Yoga today has evolved into a younger, more energetic and dynamic avatar and Urban Yoga is a brand that reflects this attitude by being fashionable yet rooted in functionality. It is important that yoga practitioners wear the right body wear that will give them the flexibility to turn, stretch, and breathe. Keeping in mind today's youth who want comfort as well as style, the latest range by Urban Yoga is specially designed with stunning graphics, sweat absorbent material and flattened seams to prevent abrasion.

It is for people who believe in the spirit of yoga, seek happiness in everything they do and therefore lead a more fulfilling and fashionable lifestyle. The highlights of the season are:

Yoga Infinity Collection:

Yoga Infinity is a range of fashionable yoga wear that is made using compressed knitting technology that retains its shape and allows your yoga session to be free and seamless. It has a unique health guard finish that has anti-microbial qualities to keep you fresh for a long period of time.

Price Range: Rs. 1,299/- onwards.

Warm Ups Collection:

The Warm Ups collection creates a comfy-style statement. Be the yoga chic with flattering yoga clothes that move with the body and turn heads at the same time. These jackets and pullovers are made of cotton and fleece for increased breathability and warmth, flattened seam to prevent abrasions.

Available at: Exclusive Urban Yoga stores, Central and amazon.in

Price Range: Rs. 1,699/- onwards.

About Urban Yoga:

Urban Yoga, launched by Indus League, offers yoga apparel and accessories with a collection of casual wear that compliments active lifestyle co-created with yoga practitioners. Urban Yoga is a brand of yoga apparel, accessories to reflect your love for rich Indian values, your care for the environment and your desire to live as a better person. It's a brand that believes in creating a balance between the busy outer world and the quiet inner world. For more information, visit <http://www.urbanyoga.in/index.php>.

About Indus League:

Indus League, a division of Future Lifestyle Fashion Ltd, a new generation fashion brands marketing company is powered by a vision to be India's fashion leader, passionately building the league of most loved brands. In a little more than a decade, Indus League has launched 13 power brands and it is understandable, why Indus League is one of the fastest growing apparel companies in India.

Indus League has been credited with the launch of many unique brands like Urbana, India's first formal wear brand driven by technology and Urban Yoga, India's first Yoga wear brand for men and women. For more information, visit <http://www.indus-league.com/>.

About Future Lifestyle Fashion (FLF):

Future Lifestyle Fashion is an integrated fashion company operating over 4 million square feet of retail space. For more information, visit <http://futurelifestyle.in/index.html>.

About Future Group:

Future Group's businesses focus on developing and operating modern retail, brands and distribution networks for the consumption sector in India. Built over more than two decades, the group's flagship companies focus on three distinct businesses - hypermarkets business operated by Future Retail Limited, an integrated lifestyle fashion business operated by Future Lifestyle Fashion Limited and an FMCG and food distribution business operated by the Future Consumer Enterprise Limited. For more information, visit <http://www.futuregroup.in/>.