



COMPANY BACKGROUND

MINDFULLY MODERN

Creating garments that carry over to the street, into a life lived consciously, takes mindful movement one step further: a beautiful life celebrated with forward design. Capturing what's trending in contemporary fashion with both the women's and men's collections is how Alo and mindful movement can travel beyond the studio. Luxury meets performance in every collection.

MORE TOES-ON-THE-MAT EXPERIENCES

We are relentless about making the best yoga clothing in the world explicitly to inspire yogis (and yogis to be) to have more yoga in their life. Inspiring mindful movement is at the core of why we do what we do at Alo—it's our calling. Because mindful movement leads to better living. This is the real meaning of studio-to-street: Taking the consciousness from practice on the mat and putting it into the practice of life.

STUDIO-TO-STREET SWEET

Every Alo collection starts with fashion, so Alo looks as great as it performs in the studio. Celebrities are photographed wearing Alo all the time for a reason: because it's their daily go-to. We are always trend forward so Alo wears great everywhere.

<https://www.aloyoga.com/pages/about>



CONCEPT BOARD

MACRO THEME: Upscale Athleisure (Day-To-Night Looks)

CUSTOMER: Female Presenting People, Mid 20s- Late 30s, college educated and working professionals.

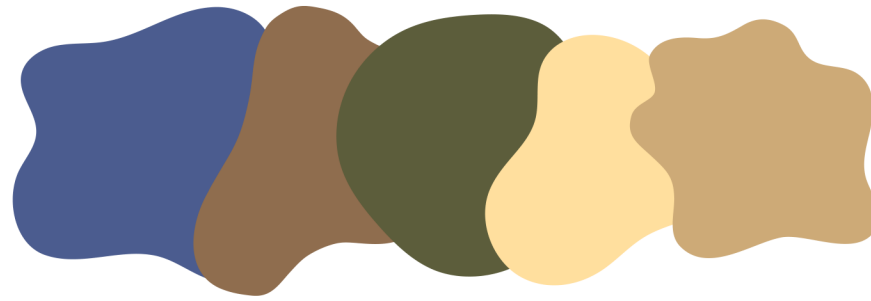
FABRIC TRENDS: Sheers, Soft textures, Skin like textiles

SILHOUETTE TRENDS: Cutouts, Form-Fitting, Layering, Big top-Little pants, Little top-Big pants

COLOR TRENDS: Pastels, Neutrals, Pops of color

This collection Is titled Down to Earth. It was created for the Alo Yogi who feels most at home outdoors with nature. The collection uses a mixture of organic and man-made shapes, colors, and textures to emulate the change of day and night. Down to Earth takes the concept of Day to Night, and expands It to a larger, more Earth-conscious demographic.

alo x 



DOWN TO EARTH

PRE-FALL 25'

