



2028 SS

# Yoga Wear



CATEGORY  
DEVELOPMENT



# COLLECTION DEVELOPMENT

This season's yoga wear collection centers on the concept of “Boundaryless Sport Aesthetics,” transcending traditional functional boundaries of sportswear by seamlessly integrating intellectual business-casual wear, energetic athletic styles, and high-street fashion. Built upon highly elastic, skin-friendly technical fabrics, the collection features diverse silhouettes, soft matte color palettes, and refined detailing—designed to perform equally well in professional activities such as yoga and running, while effortlessly transitioning into everyday outfits. It embodies a modern active lifestyle rooted in comfort, confidence, and ease.



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# Contents



Gymshark

**Consumer Insights**



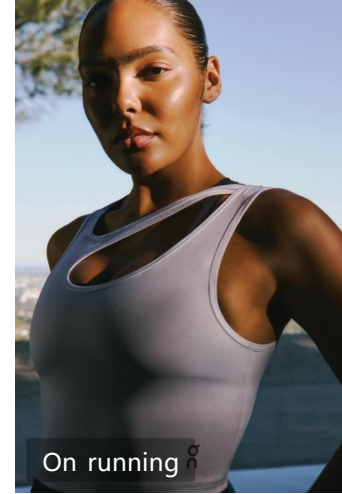
Nike SKIMS

**Style Trends**



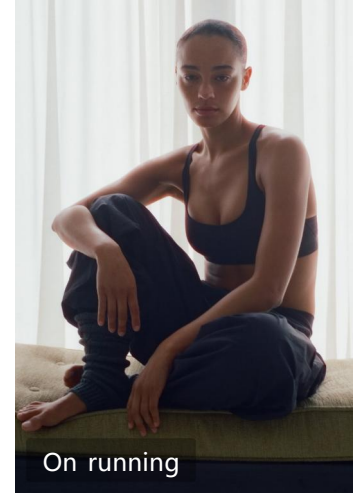
On running

**Key Colors**



On running

**Key Items & Details**



On running

**Trend Summary**

# Consumer Insights - - Consumer Research

## 1. Professional & Hardcore

Core audience and personas: Experienced Pilates apparatus users, yoga instructors, high-net-worth middle-aged mothers.

Core scenarios: Professional hot yoga, premium community socializing.

## 2. Refined Self-Care

Core audience and personas: Core middle-class residents of Tier-1 and Tier-2 cities, trendy career women, frequent business travelers.

Core scenarios: Gym group classes, home practice, daily commuting and business travel, weekend camping.

## 3. Trendy & Fashionable

Core audience and personas: Gen Z college students, fashion influencers, light-business professionals in the internet industry.

Core scenarios: Urban exploration, trendy markets, airport outfits.

## 4. Pragmatism

Core audience and personas: Beginners in fitness, value-conscious pragmatic consumers.

Core scenarios: Occasional home-based Keep workouts, casual home wear.





## Consumer Insights -- Core Needs & Pain Points

### **Pain Point 1: Visual Embarrassment — Visible Seams and Underwear Lines (45%)**

Many traditional yoga pants prioritize "strong compression" by using conventional cross-stitching in the crotch area, directly causing visible seams. Additionally, insufficient fabric weight or low knitting density leads to significant psychological discomfort for users during poses such as Downward-Facing Dog or deep squats.

### **Pain Point 2: Fit Defects — Rolling Waistbands, Sagging Crotches, and Bulging Fat (33%)**

When brands design "high-waisted tummy-control" features, simply over-tightening the waistband elastic not only fails to conceal body contours but also causes the waistband to roll during intense exercise or prolonged sitting, while simultaneously compressing internal organs and causing discomfort. Consumers seek "scientific zone-specific compression — flattening the abdomen without squeezing the flesh."

### **Pain Point 3: Deteriorated Wear Experience — Pilling, Loosening, and Sweat-Induced Odor (22%)**

Low-cost synthetic fabrics may feel soft during static fitting, but their moisture-wicking performance plummets dramatically after hot yoga or high-intensity strength training (heavy sweating). Moreover, due to poor abrasion resistance, these fabrics easily pill after frequent friction against yoga mats or gym equipment.

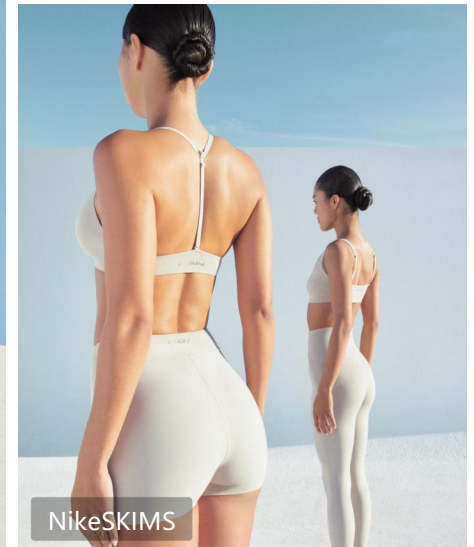
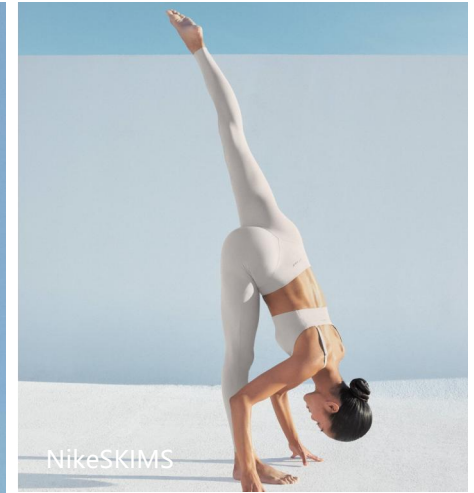
## Cloud Healing Flow

### Style Concept:

This collection centers on comfort and postural aesthetics, blending light-activity functionality with relaxed at-home styling. It balances professional athletic support with everyday wearability. High-stretchy, skin-friendly fabrics are paired with clean, fluid silhouettes to soften overt sportiness, creating yoga apparel suitable for movement, home life, and outdoor wear—embodying a modern lifestyle aesthetic of effortless ease, gentle strength, and serene expansion.

### Style Keywords:

Soft-mist texture / Lightweight & stretchy / Minimalist & gentle / Dynamic relaxation



## Style Coordination

Intelligent commuting is built upon a minimalist, low-saturation Morandi color palette. It combines sharply tailored, fluid wide-leg pants and straight-cut midi skirts with form-fitting cropped tops to create a relaxed yet defined silhouette. Seamlessly integrating the high-stretch, skin-friendly, breathable, and wrinkle-resistant qualities of yoga wear with the clean tailoring and understated design of office attire, it softens overt sportiness—enabling effortless, boundary-free transitions from the yoga mat to the office. This embodies an intelligent, relaxed lifestyle aesthetic that is both gentle and powerful.

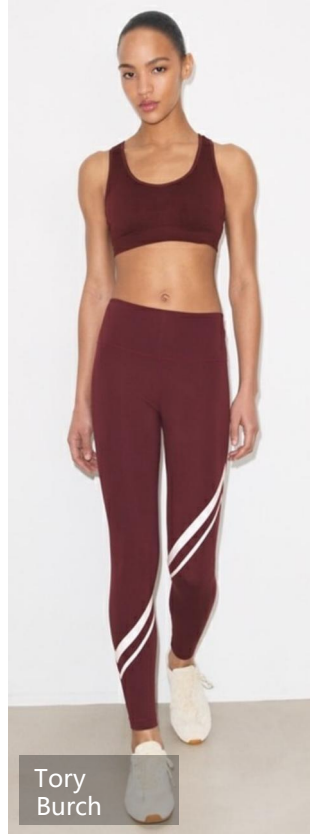


## Intelligent Commuting

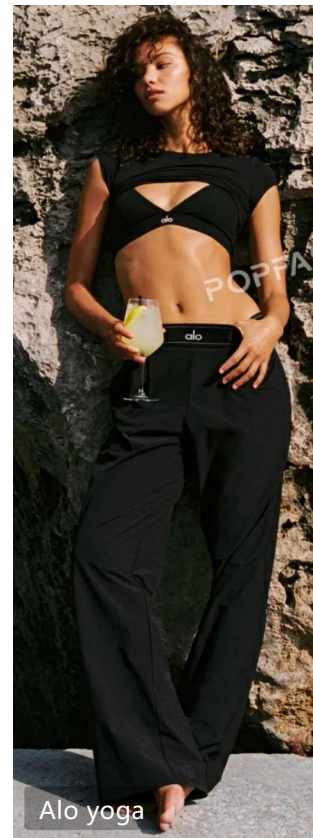
## Style Coordination

## All-Around Sports

All-around sports yoga apparel centers on high-elastic, seamless tailoring—featuring body-contouring silhouettes, contrasting color-blocking lines, and low-saturation Morandi tones—to balance professional athletic support with the clean aesthetic of everyday wear; it creates a "sports aesthetic" style suitable for both high-intensity workouts and casual streetwear, embodying modern sportswear that harmonizes strength and softness.



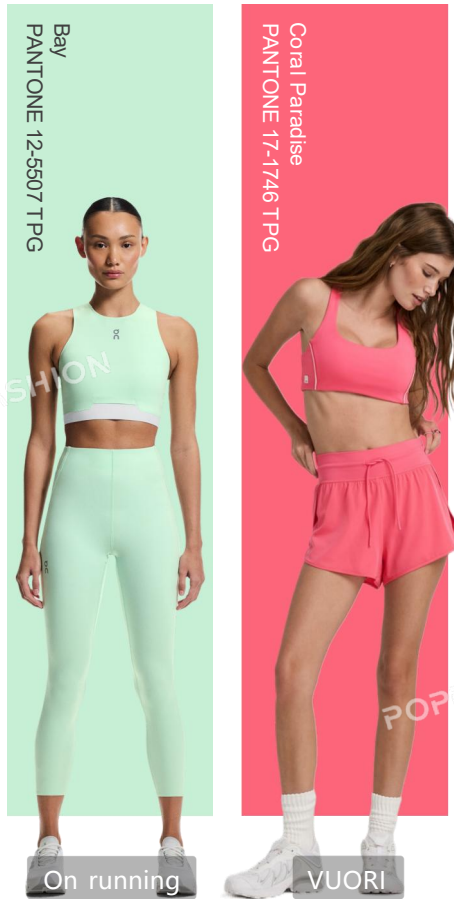
High-street fashion yoga wear breaks the boundaries of traditional activewear, centering on sexy, youthful silhouettes and urban-inspired shapes. Through design elements such as cut-outs, bandeau-style cropped tops, contrasting color paneling, and low-rise wide-leg athletic pants, it creates a distinctive aesthetic that seamlessly blends athletic functionality with streetwear edge. Color palettes boldly feature high-saturation bright tones, softening the conventional perception of sportswear and enabling effortless transitions between yoga, outdoor activities, and everyday wear—crafting a vibrant, individualistic high-street sport aesthetic.



## Practical Colors



## Popular Colors



## Trending Colors



# Key Items/Details



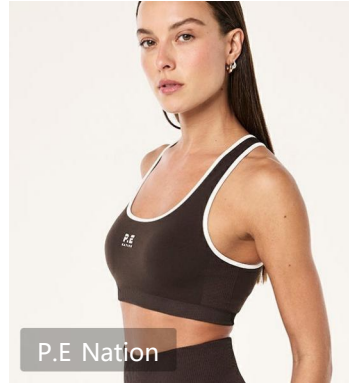
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**Draped Wide-Leg Pants**



P.E. Nation

**Lightweight Shorts**



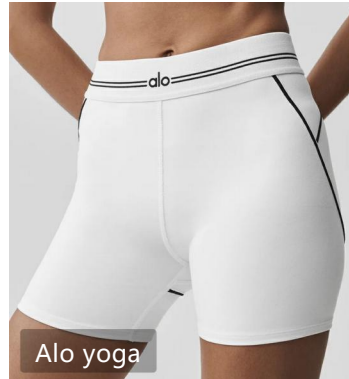
P.E. Nation

**Shaping Yoga Tank**



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**Effortless Yoga Top**



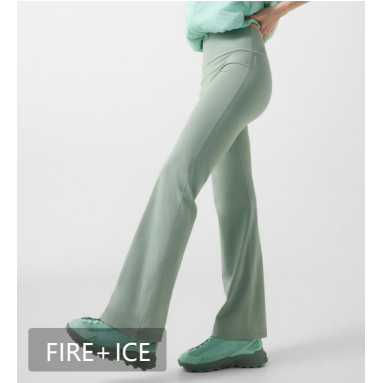
Alo yoga

**Shaping Yoga Shorts**



P.E. Nation

**Shaping Yoga Leggings**



FIRE+ICE

**Flared Yoga Pants**



P.E. Nation

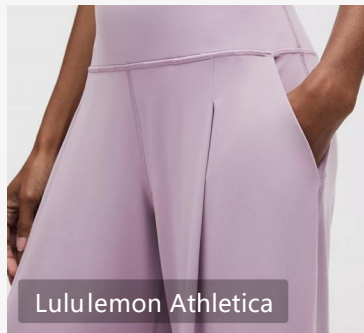
**Active Yoga Jacket**

# Draped Wide-Leg Pants

**Keywords:**  
Effortless Commuting, Relaxed Drape,  
Cloud-like Feel, Multi-Scenario  
Versatility



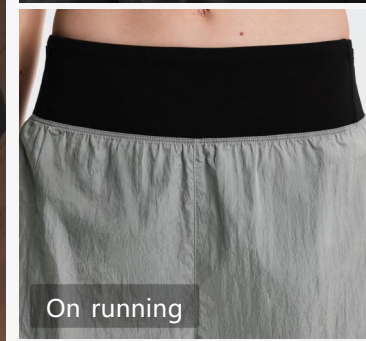
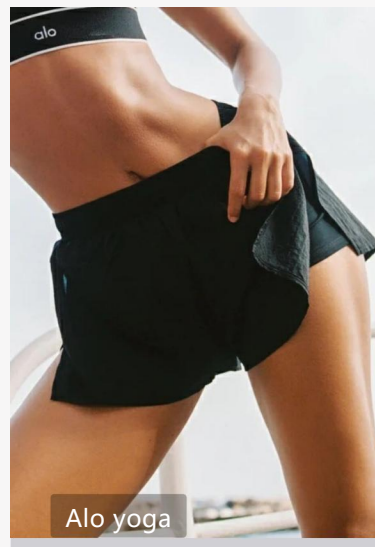
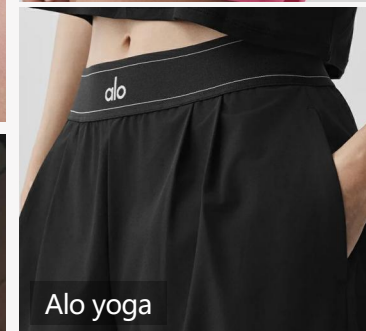
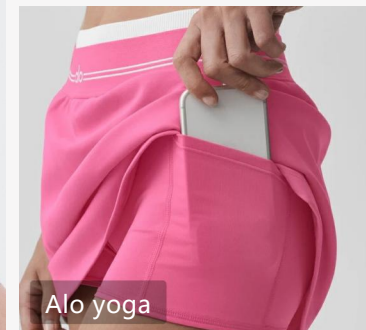
## Design Details:



## Lightweight Shorts

Keywords:

Candy Macaron Colorway, Oxygen  
Vibrancy,  
Draping and Lightweight



## Design Details:

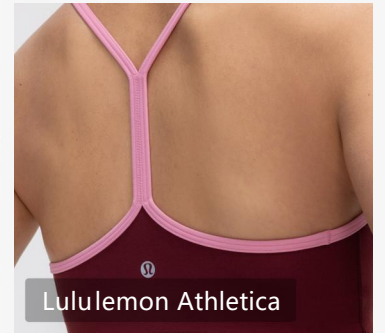
# Shaping Yoga Tank

## Keywords:

Gentle Strength, Elegant Back Design, Color-Contrast Aesthetics, Soft Ruches



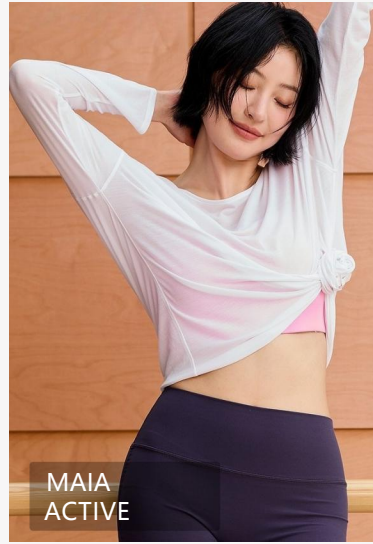
## Design Details:



# Effortless Yoga Top

## Keywords:

Minimalist relaxed aesthetics, skin-friendly base layer, versatile layering for multiple occasions, airy silhouette



## Design Details:



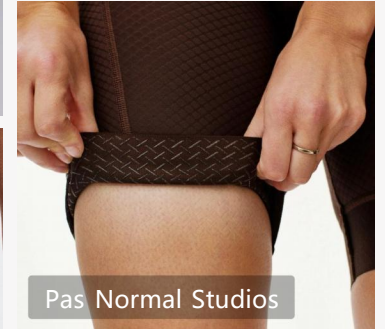
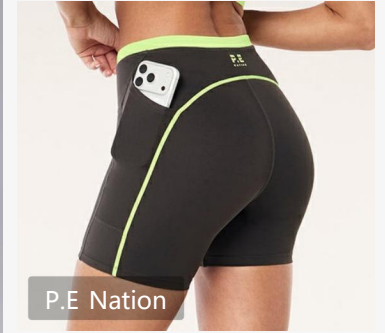
# Shaping Yoga Shorts

Keywords:

Athletic Silhouette, Vibrant Colors,  
Seamless & Skin-Friendly, Sporty  
Texture



# Design Details:



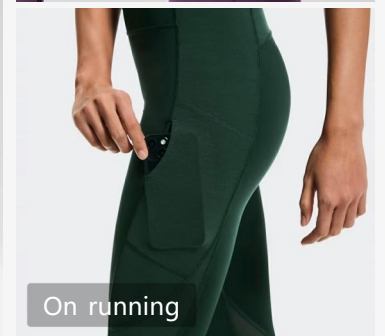
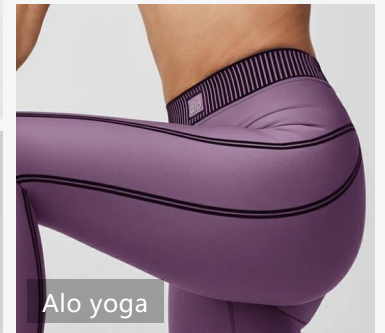
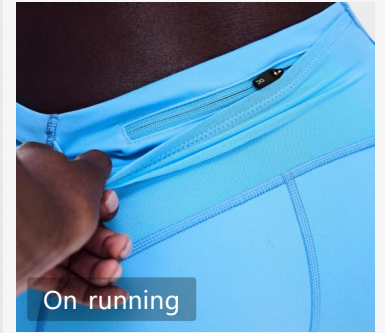
## Shaping Yoga Leggings

### Keywords:

Line aesthetics, clean segmentation,  
posture enhancement, seamless and  
skin-friendly



## Design Details:



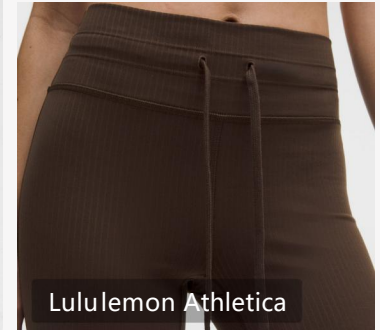
## Flared Yoga Pants

### Keywords:

Retro filter, soft drapes, waistband design, high elasticity and comfort



## Design Details:



# Active Yoga Jacket

Keywords:

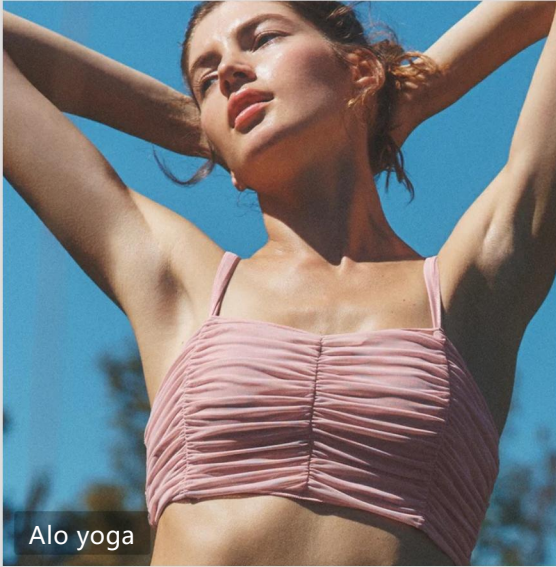
Urban Commuting, Soft Mist Tones,  
Slim and Clean Silhouette, Line  
Aesthetics



## Design Details:



# TREND SUMMARY



Alo yoga

## Style Positioning

This collection revolves around three core styles: “Intelligent Commuting,力 “All-Round Sportswear,力 and “High-Street Fashion,力 primarily featuring low-saturation Morandi tones. It balances minimalist silhouettes with soft-matte textures—delivering relaxed, commute-ready pieces suitable for both office and daily wear, professional-grade apparel designed for high-intensity workouts, and trend-forward elements such as color blocking and cut-outs, enabling seamless transitions across sport, commute, and streetwear occasions.



PAR.TI.CLE FE.V.ER

## Product Matrix

The collection spans a full range of categories—including tank tops, long-sleeve tops, cycling shorts, leggings, flared pants, and outerwear—featuring both performance-oriented pieces for high-intensity activities and relaxed, commute-appropriate styles. This cohesive, functionally complementary matrix meets diverse consumer needs for comfort, shaping, and aesthetic appeal.



Varley

## Functionality & Details

Built upon highly elastic, skin-friendly, breathable, and quick-drying technical fabrics, the collection incorporates thoughtful details such as high-waisted tummy-control construction, thumb-loop cuffs, hidden pockets, and color-contrasted seam lines—ensuring optimal support and comfort for yoga, running, and other athletic pursuits. At the same time, ballet-inspired pleats, crisscross back designs, and flared silhouettes elevate styling narratives, realizing the philosophy of “sport and fashion coexisting.力



## About Us.

- WENS FASHION founded in year 2007 ,is a leading international trading company with a rich history and a global footprint.We offer One-stop Purchase Services including marketresearch,OEM/ODM service,product sourcing, logistics,customs clearance, and post-sales support. Our team of experienced professionals is dedicated to providing personalized attention and tailored solutions to meet the unique needs of each client.
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- **Environmental protection concept:**We also attach great importance to environmental protection and sustainable development, actively adopt sustainable and recycled materials, and actively promote green production and the implementation of social responsibilities.