



LOOK BOOK 2022

yogga t

*We make workout mats a little
differently from the rest.*

About us

We are an Australian brand on a mission to inspire others to invest in their physical and mental wellbeing and use art as the vehicle to do this.

Cas Cooke, CEO and Founder, launched Yogat in 2018 following an autoimmune diagnosis and discovered yoga was an elixir that enabled her to thrive with her diagnoses.

Running an annual expression of interest, Yogat provides a unique platform for Australian artists to showcase their work. Yogat forms collaborative partnerships and works closely with each artist to support their career trajectory.

Since its inception, Yogat has worked with over thirty artists and has distributed yoga and Pilates reformer mats across the globe.



The Yogat difference



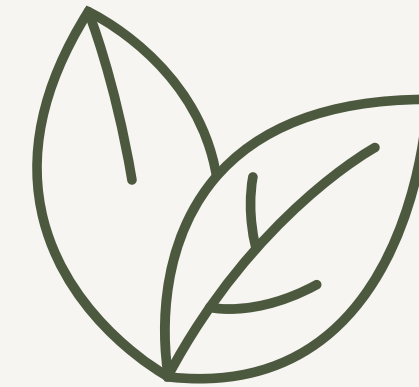
Proud to support Aussie artists

We provide a unique platform for Australian artists to showcase their work and form collaborative partnerships by working closely with each artist to support their creative trajectory.



We're an enviro-conscious brand

100 per cent recyclable, biodegradable and made with natural tree rubber and water-based inks.
No latex, silicone, toxic glue, PVC or phthalates.



Made to last

Our yoga mats are finished with a microfibre layer, perfect for those extra sweaty sessions.
They're also durable to handle any washing machine.

From canvas to mat, we work closely with Australian Artists, creating limited-edition collections that feature original artwork.

Our aim is to bolster the arts community by providing an innovative platform for emerging and established artists to showcase their work.

[View Yogat Artists Here](#)



Original Australian Art



Our environmental responsibility

We have a responsibility to our environment and the future generations to minimise our carbon footprint and negative impact on the world. So when we developed the brand, we explored solutions to ensure Yogat would pass the green test.

How do we do this?

Firstly we use natural tree rubber to create a product that is 100 per cent biodegradable. We also work with our manufacturers to minimise plastic waste during the shipping process and opt for sea rather than air freight to reduce our emissions.

Image courtesy of [Lucy Knox](#)

Our audience

Well-educated professionals leading active social lifestyles.

78%

Female

22%

Male

25-44

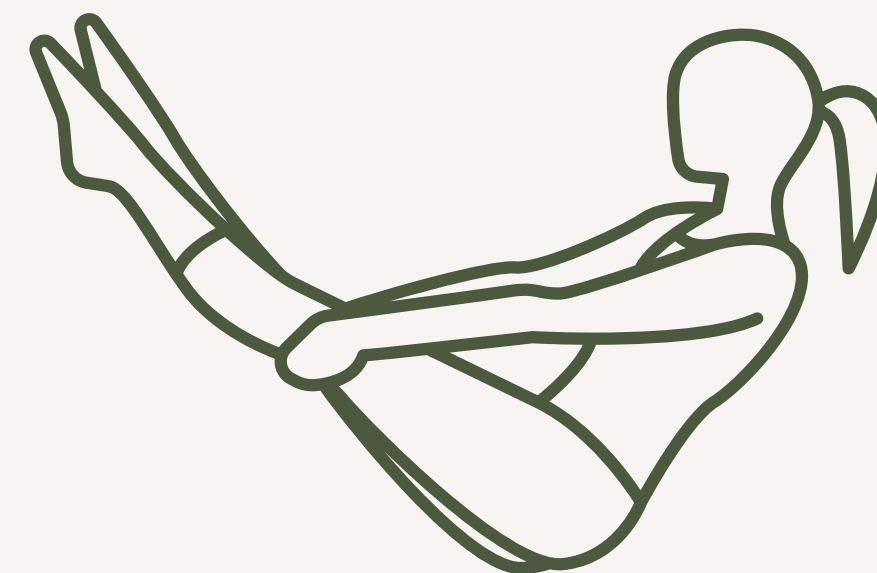
Average
age group

Fitness trends

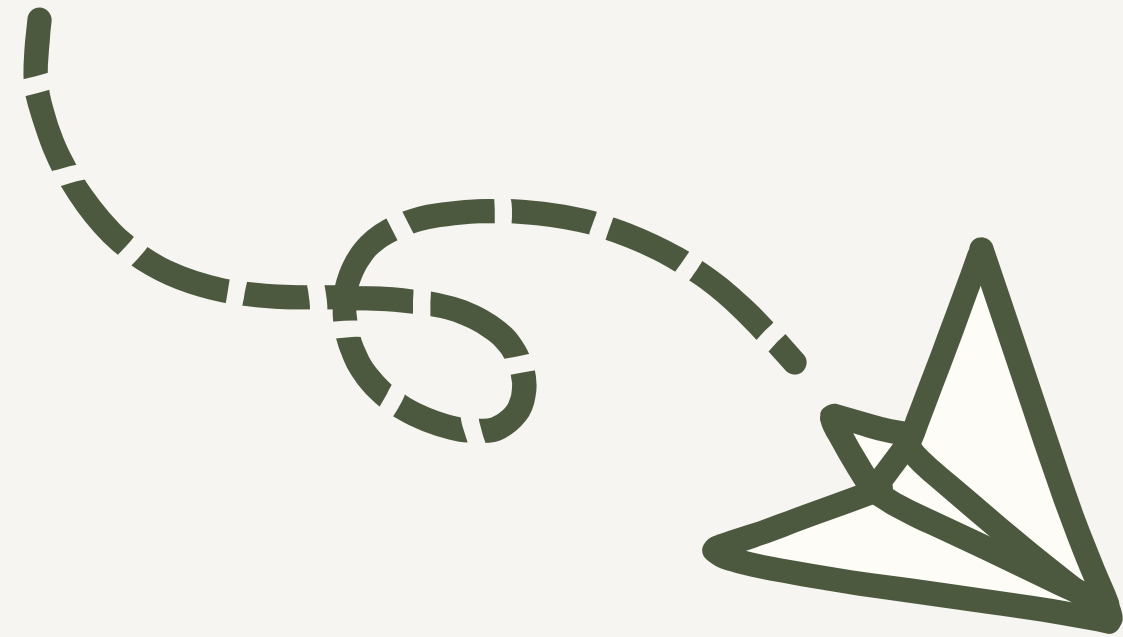
Australians move often, with 75% of Australian consumers working out 3-4 times per week, or more.

Top three most popular post-COVID workouts in Australia:

1. Pilates
2. Weight/Strength Training
3. Yoga



Global interest



As a small but growing business our brand has caught the eye of shoppers from all across the globe. From the United Kingdom, to Canada and Singapore we've sent our products to the far corners of the world.



Five-Star Reviews

I am thrilled with this purchase. Honestly I bought this mat for the art as it is stunning. When I recieved it I was so pleased with the quality of the mat itself. Perfectly cushy and no annoying mat slippage and curling!

Kirby. D

I was looking for a more durable mat and this popped up on my feed. It's perfect for my practice and I love that it is eco and an Australian business supporting Australian artists. Good grip, good support, beautiful art. You won't be disappointed.

Sian. M

My new yogat mat just arrived. I'm in love. Can't wait to take my yogat to class and show off this beautiful design.

Ellie. T

[Read more reviews](#)

Frequently asked questions

Why do you have a monthly order schedule?

We order on the second Tuesday of each month, because as a collective force, we can manufacture our products for a lower unit price, meaning higher returns for our stockists' pockets.

What are the profit margins for stockists?

We aim to give our stockists a min 50% profit margin on all Yogat products.

[Click to read the full FAQs.](#)





What next?

So we've blown your socks off with our Look Book and you're ready to take the next (exciting) step.

All you need to do now is email us at hello@yogat.com.au and request the Line Sheet and you'll be on your way to receiving your first drop of Yogat products.

"Art has the power to shift perspectives, evoke emotions and inspire creative thought. Combined with yoga, and you have a powerful formula for positive impact."

Cas Cooke
Yogat Creator