



Artwork by Kirsten Jackson

Media Kit yogat

The yogat brand is recognised globally, and is synonymous with exceptional quality, durability and beautiful art. Since 2018 we have been developing artful, inspiring and luxurious workout products for our online store and Australian stockists.

Our Private Label is an opportunity for artist to leverage our unique brand position, both locally and internationally.

BRAND HIGHLIGHTS AND REACH

5K+

PRODUCTS
SOLD

6.1%

ENGAGEMENT
RATE (IG)

2.4K

MONTHLY
WEB VIEWS

5

STAR RATING
GOOGLE REVIEWS

30+

FEATURED
ARTISTS

EXPOSURE

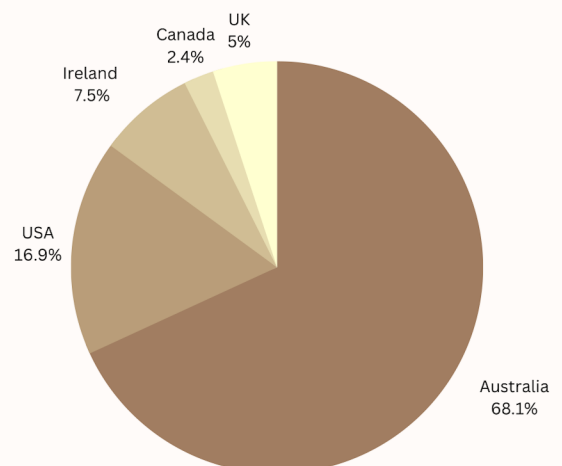
In collaboration with the Brisbane Festival, we created a yoga mat that embodied their new brand identity.

The yoga mats formed a part of the Art Boat experience and were given to over 300 esteemed partners and sponsors.

**BRISBANE
FESTIVAL**

GLOBAL REACH

As a small but growing business, yogat has caught the eye of wellness seekers and businesses from all across the globe.



IN THE PRESS

Word is spreading FAST - yogat is an out of the box exercise brand on a mission to make the world a happier and healthier place.

AS SEEN IN AS SEEN IN AS SEEN IN



BRISBANE
FESTIVAL

Peppermint

The Advertiser

Style Trend Alerts
EVERLY



The
Courier Mail

style
media

URBAN
:LIST

Stan originals
BUMP

biome®

Haven

BUNNINGS

Stan.



"Their best feature is the beautiful artwork printed from edge-to-edge, which guides and invigorates your workout experience."

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URBAN: LIST



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*"With a new brand identity, we wanted to launch the 2022 festival with a focus on health and wellbeing and the trademark yoga mat by **yogat** was the obvious choice. The colours matched the vibrancy of the festival and resonated with the program perfectly.*

LOUISE BEZZINA, FESTIVAL
DIRECTOR

HOW TO KNOW IF THE PRIVATE LABEL IS RIGHT FOR YOU?

If you're a service-based brand ready to enhance your customer journey, with a collection of art-inspired wellness products, then the Private Label is for you.

Together we can create something special. Think:

- A wellness shake-up of your hotel mini bar.
- An exclusive range of towels for your guests to enjoy at your day spa or pool.
- A collection of yoga mats for your yoga, health retreat or festival.
- Client or team gifting - wellness has never been more important to staff retention.
- A wellness "goodie bag" for your next corporate event!



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