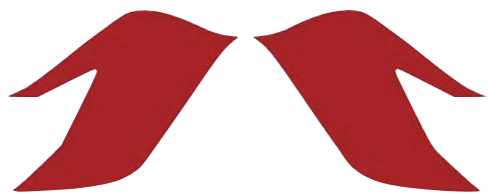


Press Kit



anjali



clothing for living yoga



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“you are the company you keep, so keep good company”

Our Mission

When we founded Anjali, we envisioned a company that creates clothing using sustainable methods and materials, that we could be proud to call home.

We wanted to be ethical in our business and we wanted to be socially responsible.

We wanted to be about people and work with like minded individuals that we like and respect. After all,

“you are the company you keep, so keep good company”

We want to produce our gear in local factories that we personally visit. We want to know that every piece of clothing that carries our name is made responsibly by adults that get paid a decent wage and work in a pleasant environment.

We still run our business that way! Even though we have expanded our distribution from a single Yoga studio in New Jersey to hundreds of stores across the US and around the world.

As we grow our business, we want to stay true the our original vision. Doing the right thing is a choice we make every day.

Our Story.

We first started talking about a yoga inspired clothing line shortly after our first Yoga class in 2000. We were both designers at large companies in New York and were doing really well in our careers. Yoga though, captured our hearts and it was a conversation we had for six years until we finally made it a reality.

We met back in 1991, when Kay Unger paired us to co design a line for her company. We were young and we loved fashion. It was literally the center of our Universe.
We put in crazy hours and we loved every minute of it.

We parted ways and worked for different companies and we progressed in our careers. We were doing really well but the more successful we became, the greater the stress and the pressure of maintaining our careers.

That is when we decided to try Yoga. It literally changed our lives.

We'd rush home at night so that we could catch an evening Yoga class.
We took work shops and we studied eastern life philosophy.

In 2004 we both signed up for teacher training programs and we received our teacher certifications a year later.

We continued to talk about the company that one day we wanted to have.

In December 2005 Kristinn's mother died from cancer at the age of 57. It was a reminder that tomorrow is promised to no one and "one day" only comes if you make it happen.
After the funeral we decided that now is the time.

We make the clothes we are looking for.
Our original vision was clothing that simply worked all day everyday.
From a morning Yoga Class to lunch and for running errands afterwards.
There was a reason why we adopted the tag line " Clothing for Living Yoga"

This was well before the active explosion or before the term athleisure entered the lexicon. This was simply a reflection of our lifestyle. We just figured that you should be able to have cool active wear that looked great even if you weren't actually working out. Back then, that was not the norm.

We work on a season like we did when we worked in fashion. We start with a concept and the collection evolves from there.
That is why our look changes from season to season depending on what we are feeling.

We select fabrics that feel good against the skin and are in alignment with a life style vision that what we strive to cultivate in our Yoga practice.
We design artwork that reminds us, and all that see it,
of the inherent beauty and goodness that resides in each and every one of us.

We design clothing for living Yoga, whatever your yoga may be.

Saprema,
Julissa & Kristinn







Sustainability

We find ourselves attracted to materials that are eco responsible. We could save a small fortune if we used traditional materials in our clothes, but we wouldn't be helping save the environment and we want to do what we can.

All of our prints are printed on Recycled Polyester, that is derived from reused plastic bottles. The sublimation technique that we use is the most Eco responsible method of printing, since there are no toxic chemicals and no run off as in traditional wet printing methods.

We try to use minimal amount of plastic when we ship our products and we are moving our shipping supplies towards fully recycled paper and bio degradable Poly Bags.



Clothing For Living Yoga





Press

Over the years, Anjali has been featured in several magazine as well as movies and in other media coverage.

Our Ferocity Leggings have been featured on the cover of Yoga Journal, as well on several celebrity Yoga teachers. We also dressed Justin Theroux's character, Seth, in the movie Wanderlust.



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