

Fashiony Yoga Clothes



While working at Pure in Hong Kong, yoga teacher Tanya Boulton was having a hard time recognizing her students on the street.

"In class they were all wearing black Lululemon but once outside they were wearing these glamorous outfits. It was then I got the idea to combine yoga and fashion. I wanted to design yoga clothes that were colorful and feminine," says the stylish blonde. After a talk with Karin Ulmänder, a textile designer of eighteen years, they started a business partnership for yoga -fashiony clothes under the label ["tanya-b"](#)

December 14, 2009 was the official launch date in Hong Kong and four months ago, Tanya moved to New York City and has been selling tanya-b line ever since on their website, Pure Yoga on the East and West Side, [yoga-clothing.com](#) and soon they're hoping to sell their line at Yoga Works.

"What we're doing is very grass roots," Tanya said. "Most of the help we get promoting tanya-b comes from our teachers who wear our products and then students who become fans." Their signature piece is the tie-dye halter, an elegant and colorful top that comes in shades of black, blue, fuchsia, lime, olive and orange. Kay Kay Clivio, a New York City yoga instructor says, "I am in LOVE with my tie-dye halter. The colors are fantastic and feminine. The material breathes beautifully in hot yoga." Another client admits that she wears her halter everywhere, going from yoga class to dinner to the subway. The combination of cotton and spandex with a shelf bra is a comfortable fit for sweaty catturangas and a sophisticated look for dinner afterwards.

Other tops include the ballet cami, a more casual design but in the same varied rich colors. sports bras, an edgy tissue tee with raw edges and darker colors such as grey, olive and sand. Coming soon: an elegant tunic in black/grey and black olive.

Another yoga teacher, Alanna Kaivalya says her favorite product is boot-cut pants. "They're my go-to pant for nearly every occasion. They sit low on the waist which is super sexy but they are also incredibly durable—even for Hanumanasana (splits)."

Tanya and Karin are hoping to come up with some men's products soon and they're also setting up a charity called Yoga for Youth bringing yoga to inner city kids, something Tanya did before she began working at Pure.

Watch out Lululemon, there is some stiff competition coming up—with a heart of gold.

For more information about buying tanya-b, click [here](#).

--Marie Carter