



The eco-friendly yoga collection, “Yoga capsule” | Photo source [Asics / Pyrates](#)

Innovation > Fashion & Beauty > [Asics and Pyrates launch sustainable yoga-wear collection](#)

ASICS AND PYRATES LAUNCH SUSTAINABLE YOGA-WEAR COLLECTION

  FASHION & BEAUTY

The collection features fabrics coloured with dyes derived from plants and minerals and packaging made from natural and reusable materials

Spotted: Japanese sportswear brand Asics has teamed up with Pyrates Smart Fabrics, a sustainable textile supplier based in Spain, to launch the eco-friendly yoga collection, “Yoga capsule”.

The seven-piece yoga collection includes Pyrate’s own Pyratex knit fabrics and uses all natural fibres for optimum movement and comfort. The collection features a variety of fitness essentials, including leggings, wide-legged trousers, sports bras and jumpers.

The fabric is coloured using natural biodegradable dyes derived from plants and minerals, such as Indian madder root, Mediterranean oak gall and pomegranate. These are non-endangered and replenishable ingredients, which maintain the brand’s ethicality at every step of the process. The dye process is also non-toxic and uses less water than traditional methods.

It almost goes without saying that the packaging is made from natural and reusable fabrics. Lastly, Yoga capsule is not only sustainable, but also prides itself in being made for women by women — the design was provided by Spanish entrepreneur Regina Polanco.

The collaboration was enabled as a result of Pyrates receiving support from the Asics Tenkan-Ten initiative, a global acceleration programme for startups that focuses on elevating sports and well-being.

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20th November 2020

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Takeaway:

Traditionally, activewear is manufactured from synthetic fabrics such as nylon, polyester and spandex. All three are non-biodegradable and require huge amounts of energy and water to produce. However, change is on the rise: searches for the term “Sustainable Activewear” are up by 151 per cent, with interest in specific materials such as econyl, organic cotton and tencel, also on the rise. Moreover, according to a global fashion market report by [The Business Research Company](#), sustainable fashion is expected to grow by 6.8 per cent by 2023.