

PRESSRELEASE

Yoga clothing with vibe!

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Out of Sweden, known for its fashion industry always on the cutting edge, comes a new innovative brand for yoga wear - my Spirit.

The line of yoga clothes from my Spirit has been carefully designed out of the concepts of Feng Shui and the science of colours and symbols. The idea is to enhance the users experience by using balanced colours, affirmations and energetic symbols in the design.

The founder of the my Spirit line, Minanda Fritz, says:

"All is energy – this is an understanding of matter that unites ancient wisdom with modern quantum physics.

Our intention is to contribute to an increase of awareness of how colours, symbols and energy in all forms have an impact on our consciousness.

One way to raise our energy is to dress in colours, symbols and frequencies that enhances our energy. That's the whole idea behind my Spirit."

The My Spirit brand contains exclusive yoga clothing for men and women, yoga mats, cushions and associated products for yoga. The materials are all natural and in two years time, the aim is to have the whole line be made of organically certified materials.

Colours & frequencies

Are colours only decoration? Or a source of energy that remains unexplored?

We have studied ancient sciences of colours, matters and frequencies in order to design a collection of yoga wear that actually gives the user energy.

The inspiration steams from Feng Shui and Vastu – ancient sciences of the East that describes and explains colours, form, space and five elements impact on the environment and our own wellbeing.

An increase of awareness of these forces may stimulate your energy level and your wellbeing into higher levels. Energize yourself by dressing in the right frequencies.

Find the colours that describe, compliment and raise your energy level.

Spiritualize your body!

My Spirit has the energy palette.

Press material

High resolution pictures and info are available upon request.

More info: <http://www.myspirit.se/english.aspx>