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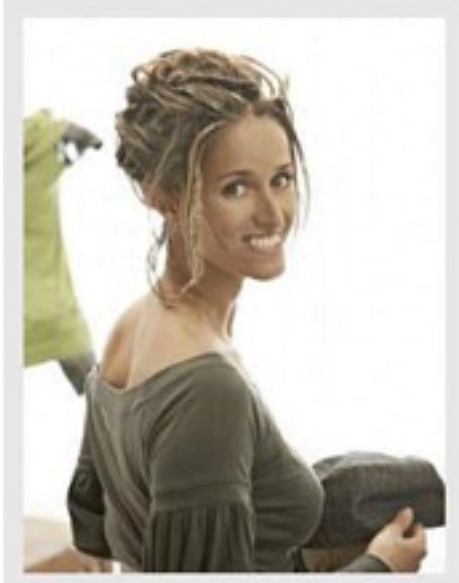
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## Yoga you can Wear

We met the beautiful Jyoti Morningstar, yoga teacher turned fashion designer, at the Auckland boutique of her yoga wear collection for fashion conscious, active women and men, entitled we'ar.

How did this big career change occur? Morningstar, who has spent many years studying and teaching yoga, says she found herself in a "yoga-bubble" while important world-wide and local political elections were taking place. She wasn't really aware of what was going on, and so enrolled herself in Development Change papers at Auckland University. She found herself fascinated by two factors: holistic business, and encouraging skills in developing countries. Recalling the rich artistic culture of Bali, she decided to produce her range in the Indonesian Hindu culture that had a sense of what she doing with her yoga background and beliefs, while she could help their community with eco-sensitive and sustainable manufacturing. "Business can actually nurture our community" says Morningstar. "There doesn't need to be scarcity for there to be consciousness."

"And we don't have to be wearing vegetable dyes that run when it rains!" she laughs. "The garments are designed to get better the longer you wear and wash them." The range is made from 100%

cotton and super cotton-rich knits in a palette of neutrals with seasonal colours added; seaweed, bright olive and dusky rose with nero absolute.

Morningstar describes the look as much for yoga activity as it is for street wear with pieces moving naturally from the yoga mat to the urban playground. "It's a style that's flexible to move between the different phases in a woman's life."

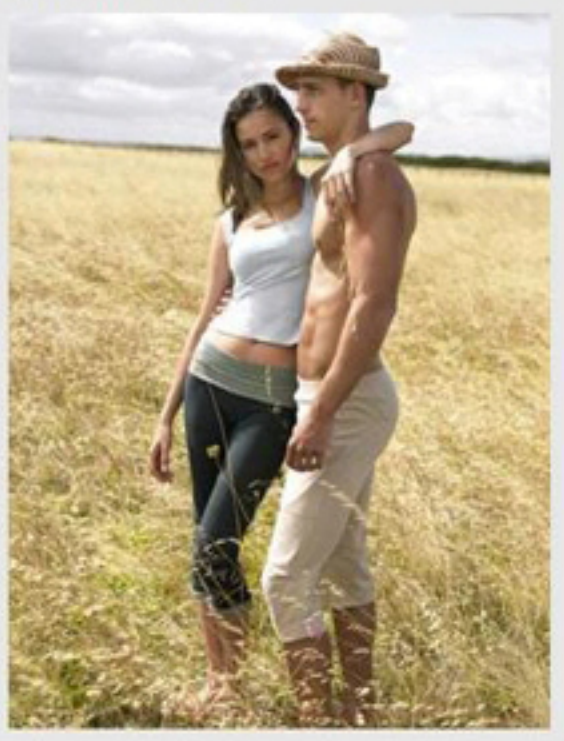
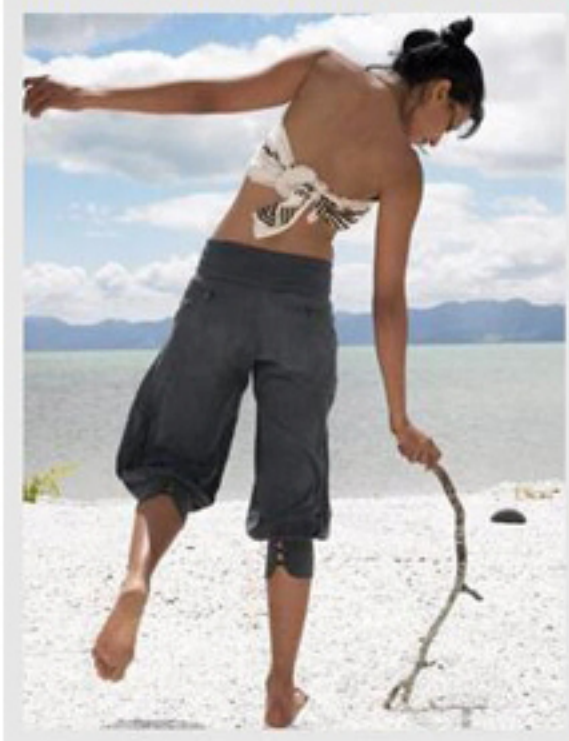


The 09 collection offers some key pieces which can either be worn as separates or mixed and matched to create individual looks. The 35mm tank is crafted in fine cotton knit that hugs the body allowing for maximum movement. This looks great with the how short short, which has been specially cut low at the back of the thigh for down-dog modesty.

The new romantic leggings are the perfect exercise garment. These slim lined pants are rouches and lined so they can be worn full length or as capris. They can be teamed with a we'ar tank and tee for stretching and sport, or simply as leggings under the at peace hoodi dress or a favorite vintage gem.

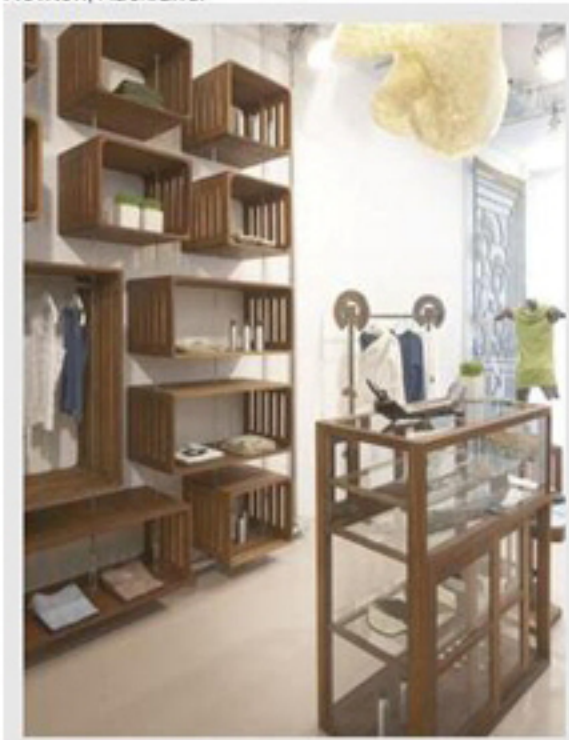
The tubelicious cotton tube dress cocoons the body in cloud-like textured cotton. The large draped collar doubles as a half hood—a modern nod of the head to eastern modesty. It is the ideal length to wear alone or layer with the pantaloon pirates pants.

The empress top is cut wide across the neck, giving it an accidentally sexy, relaxed shape and feel. This top is cut short so it can be layered with tanks or teamed with the lotus legged raja pants.



For men the collection offers a range of tees and singlets cut in relaxed silhouettes which maximize comfort and breathability. These can be worn as separates or mixed with the akasha grooves harder pants that have been cut slim through the thigh with generous knee pouches and a gusset for full freedom of movement. The metropolis hoodie offers full reclusive comfort with a high zipping collar and outsized hood. Produced in 100% French terry cotton and lined in pure organic knit, this hoodie offers warmth, structure and breathability.

we'ar is available online at [www.we-ar.it](http://www.we-ar.it) and at the stunning retail lab (pictured below) at 29 Cross Street, Newton, Auckland.



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