

Research on Design and Consumption Trends of Yoga Clothing

Yu Zheng, Huan Qi, Shuoyue Huang, Ying Zhang

Quanzhou Normal College, Quanzhou 362000, Fujian, China

DOI: 10.32629/asc.v5i6.3453

Abstract: Yoga, originated in India, as a practice that focuses on the unity of mind and body, has now become an iconic element of health and living around the world. In recent years, with the rise of healthy living concepts, more and more people are using yoga to enhance their physical and mental health. This trend is expanding globally, and is particularly evident in North America, Europe and Asia Pacific. During the 2019-2022 epidemic, the popularity of yoga exercise has been fueled by home-based office people looking for online yoga classes to reduce stress and boost immunity. And there are many forms of yoga, in addition to Hatha Yoga, Iyengar Yoga, Hot Yoga, Vinyasa Yoga and other diverse styles of yoga continue to emerge, providing a wealth of options for practitioners with different needs. These emerging styles have attracted more young groups and pushed the yoga movement further. With the global popularization of yoga, the yoga clothing market is expanding rapidly.

Keywords: Yoga, yoga clothing, consumption trends

1. Introduction

Yoga clothes are no longer limited to the sports scene, they are becoming part of everyday wear and social activities, forming the “Athleisure” trend. Consumers expect yoga clothing to be functional for exercise, but also to express their personality and style in everyday wear. For example, brands such as Lululemon and Nike have launched functional and fashionable yoga clothing lines to appeal to a wide range of consumers.

The concept of yoga exercise is highly compatible with environmental protection and can. More and more brands are gradually adopting eco-friendly fabrics, such as recycled polyester, bamboo fiber and organic cotton, in order to meet consumers’ demand for environmental protection. In addition, the use of vegetable dyes has become a new highlight in the design of yoga clothing, which provides consumers with a more natural and healthier wearing options.

2. Yoga Wear Aesthetic Trends

2.1 Color Trends

Yoga apparel color trends demonstrate a diverse aesthetic direction, covering bright primary colors, soft earth tones, and classic neutrals, bringing variety to the sports fashion fashion scene. For example Misted Marigold, Orangeade and White Grape , Crocu etc, As shown in Figure I. Frequently featured in the Spring/Summer 2025 New York Fashion Week, they have become a key trend for the Spring/Summer season. These bright hues echo our design philosophy of living in harmony with nature and demonstrate a vibrant attitude to life, perfect for yoga wear.



Figure 1. Color chart (Image from the web)

Misted Marigold: The cheerful yellow color, full of inherent vitality, exudes pleasure and displays a positive charm.

White Grape: White Grape Green is in sync with nature and is a sexual green hue that can our tastebuds. Refreshes our taste buds.

Rum Raisin: A gorgeous rich brown, strong and sophisticated, bringing warmth and practicality, a basic and versatile base color that opens up endless possibilities!

Crocus: Crocus is an enchanting harmony of pink and purple combined to exude joy, love and health.

2.2 Detail Craftsmanship Trends

As consumers' pursuit of a healthy life deepens, the future trend of yoga clothing design is moving towards a close integration of technology and art. Designers in the pursuit of clothing functionality at the same time, but also through innovative processes, can materials and personalized details to enhance the product and comfort. For example: i. Seamless technology has been widely used in stitching to make garments more snug and comfortable, as shown in Figure 2, which is especially suitable for high-intensity exercises such as power yoga and hot yoga. ii. This type of design not only enhances the garment, but also optimizes the exercise experience. Second, local splicing and mesh structure: breathable mesh splicing is used in key areas (such as armpits and back) to enhance air circulation and help sweat body dryness. As in Figure III. This process enhances the functionality of yoga clothing and adapts to different sports. The details pay more attention to hidden pockets, adjustable drawstring and detachable elements, making them not only suitable for sports scenarios, but also seamlessly integrated into daily wear.

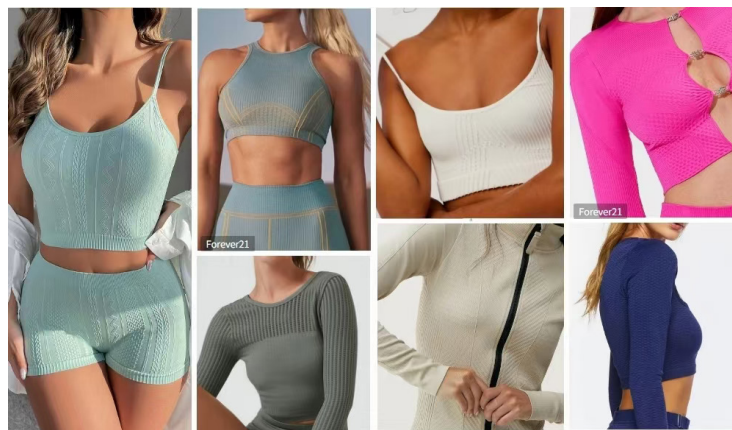


Figure 2. Knit Yoga Wear Trends (Image from the web)

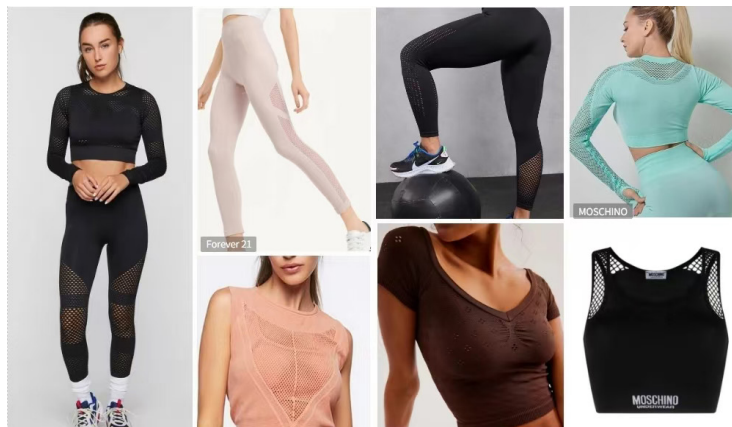


Figure 3. Yoga Clothing Trends (Image from the web)

2.3 Trends in materials and dyeing processes

As consumers become more eco-friendly and fashionable, a large number of brands are using renewable fibers, such as the Yoga Democracy brand, which is made from recycled plastic bottles and discarded fishing nets, as shown in Figure 4. prAna, The brands focus on functional yoga apparel using rPET materials, as well as the use of natural materials such as bamboo fiber and organic cotton, with a strong commitment to carbon footprints and wasteful use of resources. Not only are these brands making an impact through the use of renewable polyester, but they are also increasing consumer acceptance of their products through innovative design and a transparent supply chain, and their eco-friendly practices are in line with today's market demand for both functionality and sustainability.



Figure 4. Prana Yoga Cloth (Image from the web)

Natural plant dyeing and low-water consumption processes eliminate pollution while creating unique textures and color effects, ensuring that garments are functional and friendly at the same time. While emphasizing technological innovation, some brands have also rediscovered the value of craftsmanship, such as hand weaving and embroidery. These techniques not only enhance the artistry of the garments, but also convey the idea of sustainable consumption.

Materials and eco-friendly dyeing processes are important trends in the future of the yoga apparel market. By using materials such as recycled polyester, organic cotton, and plant-based fibers, as well as processes such as waterless dyeing and low-temperature reactive dyeing, brands are not only enhancing the environmental friendliness of their products, but also the impact of their supply chain. The combination of these technologies and materials promotes the fusion of fashion and environmental protection, providing consumers with both functional and functional options.

3. Plant dyeing in Yoga Wear

Plant dyeing technology is an environmentally friendly process of dyeing textiles using natural plants such as safflower, gardenia and onion skins and other plant materials. This type of dyeing does not contain harmful chemicals, dramatically reducing the pollution of water bodies and the need for wastewater treatment. The plant dyeing process often requires less energy than chemical dyeing, and the dyes themselves are biodegradable, placing a minimal burden on the process. For example, Yoga Democracy uses a low-impact dyeing process and all of its products are made from recycled materials such as recycled plastics and organic cotton, as shown in Figure 5. Indigo Luna is an Australian-based brand that handcrafts its yoga clothing in small factories in Indonesia. The brand uses natural plant dyes, such as mango leaf, indigo leaf, and mahogany bark, to give the garments natural, muted tones. In addition, many of the plant dyes are sourced from agricultural by-products, such as fruit peels or tea residues, which enables the reuse of waste. Textiles made with plant dyes are gentler on the skin and free of synthetic chemicals that can trigger allergies. This characteristic is especially important in yoga clothing for the skin.



Figure 5. Printed Yoga Wear (Image from the web)

Since the pigment molecules of vegetable dyeing do not adhere completely and evenly to the fibers, the dyed color will change slightly over time. This subtle fading and natural texture allows each garment to carry a unique personality, in line with the current consumer's pursuit of personalized products. With the further popularization of eco-friendly fashion, plant dyeing technology is expected to become an important part of the high-end yoga wear market in the future.

4. Yoga Clothing Market and Yoga Clothing Brand Exploration

4.1 Yoga wear market

With the popularity of yoga as a sport across the globe, the yoga apparel market is growing at a rapid pace. According to the chart, the market size is growing steadily year-on-year and is expected to reach \$7.2 billion by 2027. The market growth rate peaks at 10% in 2025, followed by a slight decline, but overall high level. With the consumer demand for environmentally friendly products, the proportion of sustainable material application is increasing year by year and is expected to account for 40% of the market in 2027, demonstrating the trend of market expansion combined with sustainable materials, as shown in Figure 6.

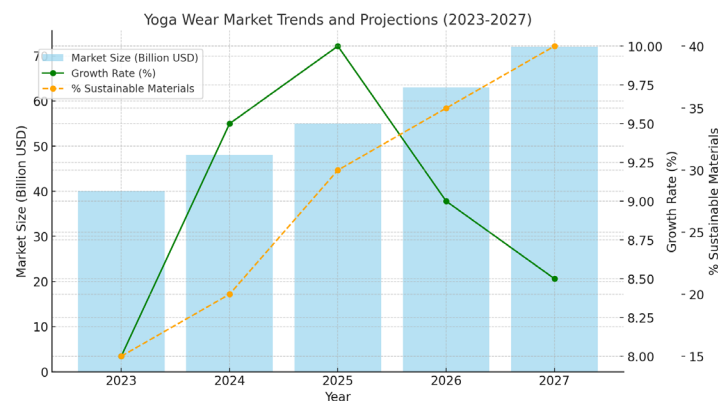


Figure 6. Yoga wear market analysis (Image from the web)

4.2 Yoga Clothing

Table 1. Years of Yoga Clothing Brands

Brands	Features and Market Positioning	Key Benefits
Lululemon	High-end yoga and sportswear	High quality fabrics, strong brand effect
Nike	Diversified Sportswear	Global market layout, innovative technology
Adidas	Fitness meets fashion	Fashion design, multi-disciplinary co-branding
Alo Yoga	Fashion and environmental protection at the same time	The main focus is on athleisure style and sexiness.
Fablet	Subscription, value for money	Big data-driven design, membership marketing

Table 2. Emerging Yoga Clothing Brands

Brands	Features and Market Positioning	Key Benefits
Girlfriend Collective	The brand emphasizes inclusivity in its communication and product design, and is committed to providing choices for consumers of all body types and skin tones. Wide range of sizes (XXS to 6XL)	Transparency in material procurement and production processes, openness in factory information and labor.
Wolven	Featuring brightly colored and uniquely patterned yoga clothes made from recycled plastic bottles.	Each purchase also supports the marine debris cleanup program, in line with consumers' dual pursuit of environmental protection and fashion.
Yoga Democracy	Fabrics made from recycled plastic and fishnets. The brand focuses on vibrant prints and bold color schemes	Consumers seeking personalization and unique design
prAna	Known for its recycled manufacturing and recyclable materials	Functional and also guarantees transparency and accountability in the supply chain through Fairtrade certification
tentree	Apparel for yoga and daily exercise, ensuring comfort and support in a variety of exercise scenarios	For every item sold, the brand promises to plant ten trees, especially suitable for consumers who protect

These brands reflect the importance of consumability and social responsibility in the yoga wear market. Consumers increasingly prefer brands that are transparent and friendly, and these brands continue to innovate in their designs to meet the diverse needs of the market.

5. Functional requirements for yoga apparel

5.1 The Need for Power Yoga Clothing and Hot Yoga Clothing

Power Yoga is an intense form of yoga that combines physical fitness and endurance training, fusing strength training with yoga poses, and therefore demands a higher level of functionality from clothing. Power yoga involves large physical movements, and clothing must be made of stretch-oriented materials (such as spandex and nylon blends) to ensure that there are no restrictions when stretching. For example, the lululemon brand Ribbed Nulu™ Women's Ribbed Yoga Underwear, as shown in Figure 7, the fabric is a combination of 81% nylon and 19% Lycra® spandex, which has a smooth, buttery feel and four-way stretch for a variety of yoga poses Vi, etc., with a high level of comfort has a certain degree of athletic stretch.



Figure 7. Lululemon Yoga Wear (Image from the web)

Some brands have built-in chest pads in their tops to provide extra support for female exercisers and avoid discomfort during high-intensity workouts.

Hot Yoga is a kind of exercise under high temperature and high humidity, which combines the characteristics of yoga asana and heat, making the practitioner improve the flexibility and detoxification effect of the body in the process of sweating, so there are more stringent requirements on the sweatability and breathability of clothing. Hot yoga clothing is usually made of fabrics with moisture-absorbent and sweat-absorbent functions, such as quick-drying fabrics (Dri-Fit, Coolmax, etc.), to the stifling sensation brought about by the accumulation of sweat, and the general choice of lightweight and close-fitting sportswear in the cut helps to avoid the clothing from shifting when doing various stretches and inversions to prevent interference with the practice. Mesh designs and open back cuts are also commonly used for breathability. In addition, antimicrobial treatments (e.g., the natural antimicrobial properties of bamboo fibers) are widely used for sweat odor and bacterial growth.

5.2 Functional requirements for aerial yoga clothing

Aerial Yoga combines elements of Yoga, Pilates and aerial gymnastics, utilizing a suspended silk hammock to assist in the practice. Compared to ground yoga, it challenges core strength and balance, while having a more stretching and relaxing effect on the body. Close-fitting, lightweight seven-quarter pants or pants and a sports undershirt or long sleeves are common choices for aerial yoga, to avoid loose clothing from interfering with movement. Certain asanas require force to maintain poses, especially when hanging from a hammock by the legs and arms, so avoid slippery clothing, and some brands offer non-slip waistbands to ensure they don't shift during practice. Tight fit and high stretch fabrics to avoid restricting range of

motion. As shown in Figure 8.



Figure 8. Aerial Yoga (Image from the web)

5.3 Relaxed design for casual yoga and meditation

Restorative Yoga and Meditation focus on relaxation and spiritual restoration, so the need for clothing for these practices is more focused on comfort and loose-fitting design than high-intensity Power Yoga and Hot Yoga. Clothing needs to provide a soft, non-restrictive wearing experience, while at the same time matching the inner peace and relaxation sought by the practitioner. Casual yoga and meditation involve relatively small movement ranges, and the clothing does not need to be physical, instead emphasizing a looser, more stretchy fit. This type of design avoids a sense of constriction and helps practitioners better enter a state of relaxation. High-waisted pants, long t-shirts and cardigans are common choices to ensure unrestricted movement during meditation and stretching.

Natural fabrics such as bamboo fiber, organic cotton and linen are often used in casual yoga clothing because they are soft and breathable, which helps to enhance the comfort experience during meditation. Bamboo fiber's natural antimicrobial properties and gentle feel are especially suited for long meditations. The loose fit, soft natural fabrics and understated colors make these garments suitable for practice, as well as consumers' pursuit of an eco-friendly and minimalist lifestyle. Brands can enhance the market appeal of their products by combining versatile design with nature.

6. Market Trends and Branding Strategies

With global health awareness on the rise, yoga apparel brands can build emotional connections with consumers and enhance brand appeal through diverse health initiatives to promote a holistic healthy lifestyle. First, cross-border cooperation and health programs: Yoga apparel brands collaborate with health clubs, healthy food and beverage brands or yoga instructors to launch online and offline health classes and activities. For example, Lululemon regularly organizes free yoga classes and fitness training to strengthen consumers' identification with the brand. Second, advocate physical and mental health: Brands not only promote physical health, but also demonstrate their concern for consumers' mental health by providing meditation classes and mental health resources. This all-encompassing health initiative enhances consumer trust and loyalty. Third, by using environmentally friendly materials (such as recycled polyester and organic cotton) and plant-based dyeing processes, brands are able to convey the concept of health and environmental protection. Consumers are becoming more and more environmentally friendly products, which also adds value to the brand.

7. Challenges and future prospects

With the expansion of the market and diversification of consumer needs, the yoga wear industry faces many challenges in the future, but also has a bright future. More and more brands are entering the yoga wear market, resulting in a lack of product differentiation in terms of functionality and design. Brands need innovative design and technology to stand out in the market. In order to take into account the quality and environmental protection, production costs are rising, while con-

sumers are pursuing cost-effective, brands such as balance price and become a major problem. The future of yoga clothing can be further integration of wearable technology, such as: the realization of heart rate, body temperature and exercise data monitoring, to provide users with personalized exercise advice. In terms of materials, we will continue to study temperature regulation, antibacterial and anti-odor fabrics to enhance the user's sports experience, and some brands may launch a "trade-in" program to promote the recycling of resources.

8. Reach a Verdict

In summary, the yoga clothing market is facing multiple challenges and opportunities from personalized design to technological innovation, to online and offline integration and sustainable development. Brands need to continuously innovate and adapt to market changes to meet consumers' high demand for exercise experience, aesthetic pursuits and environmental protection concepts. This trend not only drives brands to accelerate innovation, but also enhances market competitiveness and diversity. With the continuous progress of technology and design, yoga clothing will further expand the application scene and become an important part of a healthy lifestyle. In the future, yoga clothing will no longer be just sports equipment, but a lifestyle symbol that integrates intelligent technology, environmental concepts and aesthetic design. This innovative trend not only enhances the user's sports experience, but also promotes the market towards a greener and smarter direction. The integration of intelligent and environmentally friendly materials will undoubtedly become the core driving force for the design and consumption of yoga clothing in the future.

References

- [1] Kaminoff, L., & Matthews, A. (2012). *Yoga Anatomy*. Human Kinetics.
- [2] Iyengar, B. K. S. (2005). *Light on Yoga*. HarperCollins.
- [3] Desikachar, T. K. V. (1999). *The Heart of Yoga: Developing a Personal Practice*. Inner Traditions.
- [4] Brannon, N. (2018). *Functional Apparel Design: From Sportswear to Fashion*. Fairchild Books.
- [5] *Journal of Sports Sciences* (Various Issues).
- [6] Kauffman, M. (2019). The Fashion of Yoga: Styles and Trends. *Fashion Journal*.
- [7] Smith, J. (2020). Sustainable Fashion: Yoga Wear in the Green Era. *Eco Fashion*.

Author Bio

Yu Zheng (1998.02.14), Female, Han nationality, Zhangjiakou City, Hebei Province, Graduate student, Fashion Design, Quanzhou Normal College, Donghai Street, Fengze District, Quanzhou City, Fujian Province, 362000.