

BEYOND YOGA

Beyond Yoga® Launches Club Beyond, a New York City Experiential and Retail Pop-Up

Club Beyond will offer a week of programming to inspire growth and joy in mind, body and connection

CULVER CITY (October 11, 2024) — Beyond Yoga®, a premium active lifestyle brand that is body-inclusive, today opened Club Beyond, the brand's weeklong experiential and retail pop-up location in New York City. Through Club Beyond, the brand is excited to expand its customer base and deepen its engagement with existing fans, specifically in the New York area, which has become one of the LA-based brand's largest markets.

"The pop-up is a chance to merge our brand with the energy of New York City," said Beyond Yoga® CEO Nancy Green. "Club Beyond is more than just a shop, it's a launchpad for inspiration and a space where we can connect with our loyal community, bringing to life an embodiment of our three brand pillars: mind, body, and connection."

Located at 31 East 17th Street and running October 11 to 16, 2024, Club Beyond will offer a curated selection of drop-in fitness and wellness classes, expert-led workshops and exclusive brand experiences including the first Beyond Yoga® retail location in Manhattan. The pop-up will also bring together special guests and instructors including wellness entrepreneur Melissa Wood-Tepperberg, celebrity trainer Ngo Okafor, *Marie Claire* editor in chief Nikki Ogunnaike, mindfulness expert and author Case Kenny, and mother-daughter fitness duo Denise and Katie Austin, as well as other special guests.

Club Beyond will offer up to three curated classes per day spanning a range of wellness practices including yoga, mindful workshops, low-impact cardio and body sculpting. The pop-up is meant to inspire a moment of relaxation and connection ahead of a very busy time for the community. Along with its brand partners, the Beyond Yoga® pop-up will feature everything needed for complete mind-body experiences — including a bun and braid bar, post workout snacks, an exclusive smoothie and curated gift bags. The event will also include brand partners such as City Girls Who Walk, The Goods Mart, Lunge Run Club, Neeti Narula, Pvolve, Rise311, Sky Ting Yoga, and Soto Method.

The Club Beyond pop-up will offer the largest retail assortment of Beyond Yoga® apparel and accessories in one location in New York City. Beyond Yoga® will showcase the beloved Spacedye collection alongside new seasonal colors, an outerwear collection, and the all-new lifestyle fleece collection for men and women. The brand will also provide on-site customization for a range of products.

For more information, visit: <https://beyondyoga.com/pages/nyc-pop-up>

And to sign-up for classes, visit: www.eventbrite.com/cc/club-beyond-nyc

Link to images: <https://paulandwilliams.box.com/s/8um5zvx3t41ir1zxtc9fwhw9k00hgqic>

About Beyond Yoga

Headquartered in Los Angeles, Beyond Yoga® is a premium active lifestyle brand, body-inclusive, LA born and bred. Founded in 2005 and grounded in the values of inclusivity and body positivity, Beyond Yoga® creates clothing from luxuriously soft, easy to care for fabrics in styles that serve a broad range of workouts and beyond. The brand is sold in more than 1,200 wholesale locations spanning both US and international markets, alongside seven stores located in California, Chicago and Seattle. Beyond Yoga® is part of the Levi Strauss & Co. portfolio. For more information, go to beyondyoga.com.

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