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## **“YotoBag” Yoga Totes Bring Fabulous Fashion and Functionality to the Yoga Experience**

*Made-in-the-USA “upright” yoga totes in 11 choice fabrics give yoga enthusiasts a way to express their health and fitness in style*

**SEBASTOPOL, CALIFORNIA** – October 5, 2007 – The yoga crowd is about to get uberstylish thanks to yoga gear newcomer YotoBags ([www.yotobags.com](http://www.yotobags.com)). With it’s new line of vibrantly patterned tote bags made domestically in Southern California, YotoBags give yoginis a classy new carry-all for their mat plus accessories.

The YotoBag is totally new to the yoga gear market because its carried upright along the length of the body, versus the traditional horizontal design. The inspiration for the bags is all about function. Frequently at yoga studios, YotoBags founder Sonya Derian was struck with the odd sight of yoga bags parked *in front* of the storage cubicles because they didn’t fit *inside* them. Her upright tote that folds in half provides a solution.

### **YotoBag Features & Manufacturing:**

- Upright orientation that handily folds into storage cubicles at yoga studios while also hanging easily in gym lockers
- Outside pockets large enough to carry sunglasses, cell phone, keys, wallet, etc.
- Inside zippered pocket for cash, credit card and valuables
- High end cotton and upholstery fabrics; fully lined for easy slippage of yoga mat
- 100% MADE IN THE U.S.A. so wages go to Californians; Sonya carefully chose this southern California based factory run by a husband and wife team for their sound working conditions and fair labor practices.

### **YotoBag Styles**

Priced modestly at \$98.00 for the Upholstery, and \$88.00 for the Cotton, YotoBags offer two styles (one with a pocket on the outside, one without) in 11 fun fabrics. Here are four of the styles with monikers of the gals who love them:

- **Claire** – She's grounded and expressive. Her motto is "go bold." Deep rich red pocket and trim with turquoise damask body make for a classic, yet bold look.
- **Cathe** – Cathe is creative, energetic and all about color. Blue lime groove with khaki trim and pocket makes this girl really pop.
- **Deborah** – The color orange evokes play, expression and boldness. A creative force to be reckoned with, Deborah is forever pushing the boundaries of what is possible. Brown upholstery material with orange circles.

- **Maya** – Put a little sunshine together with some brightness, feist and play and you have Maya. Tangerine trim and pocket with a floral body.

The name YotoBag came from Sonya's eight-year-old niece, Devin who is an entrepreneur herself (she has a jewelry line called "Smart Designs by Devin"). When asked, "What would you call a yoga bag that's sort of a tote bag for the yoga mat?" Devin replied, "That's Easy. YotoBag!" YotoBags is a sisterly affair. Sonya Derian founded the company with the help of her two sisters who provided design expertise and financing. Sonya's goal was simple: design a sleek modern bag that doesn't exist on the market. Most yoga bags are mass produced overseas and lack style and functionality. The YotoBag was specifically designed for the boutique market. It's for the urban girl walking from work to a yoga class who may be meeting friends after class for a meal. They're for the woman who desires to express herself and isn't afraid to Live Out Loud. YotoBags: Fashionable. Functional. *Fabulous*. For more information, please visit [www.yotobags.com](http://www.yotobags.com).

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