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Gaiam Partners With Orla Kiely To Launch Limited Edition Yoga Mats And Accessories

London-based fashion designer lends her signature patterns to Gaiam's yoga product line.

NEW YORK, Nov. 5, 2014 /PRNewswire/ -- Gaiam, a leading provider of yoga and fitness products, today announces its partnership with fashion designer Orla Kiely. Featuring Kiely's signature leaf patterns, the line is exclusively available at Target and on Target.com for a limited time.



Kiely's designs will be available on several of Gaiam's favorite products: the 3mm yoga mat, Cargo Mat Bag, Dual-Grip Yoga Towel, and yoga blocks. Additionally, Gaiam and Orla Kiely will debut a brand new 3" wide-grip fitness headband, designed exclusively for this collaboration. The products come in multiple designs and colors so that consumers can mix and match.

"We are excited to offer our customers the high quality yoga products that they have come to count on, but now with Orla's beloved and recognizable prints and patterns," said Sue Haney, VP of Marketing at Gaiam. "We continue to look for new ways to communicate the brand and offer both function plus fashion, and this collection does just that."

While Kiely first started by designing accessories such as hats and handbags, she then expanded into other products including kitchenware, stationery, furniture, wallpaper, and even cars. This partnership with Gaiam, however, is the London-based designer's first foray into yoga products.

"I am thrilled to enter the world of yoga with Gaiam," says Kiely. "Their products are a nice pairing with my use of earth tones and subtle flower designs that complement their overall brand esthetic."

Gaiam's line of Orla Kiely products are sold exclusively in Target stores nationwide and on Target.com.

About GAIAM

Gaiam, Inc. (NASDAQ: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of approximately 38,000 retail doors, 15,000 store within stores and e-commerce, Gaiam is dedicated to providing solutions for healthy living and personal transformation. Gaiam TV is a global digital subscription service with over 6,000 exclusive videos available for streaming. The Company dominates the health and wellness category and owns the largest library of conscious media. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About Orla Kiely

The creative world of Orla Kiely was founded in 1995 to express visually, her love of pattern, colour, texture and rhythm, which as components all play and work together. Her instinctive graphic discipline to simplify and stylise everyday motifs and forms adds another dimension. With clean orderly repeat constructions and a boldness of scale, her work achieves strength with a very modern quality, while her nostalgia for all things mid-century, help make her patterns charming, uplifting and instantly recognisable.

From a small collection of accessories, commissioned by Harrods following her graduation from the Royal College of Art, the range has grown to include a complete ready-to-wear collection, travel, homeware and stationery.

Orla's brand is recognised worldwide with stockists in the British, European, American and Japanese markets. She has two shops in London. One in Seven Dials, Covent Garden and another on Kings Road, and a flagship store in New York.

The Orla Kiely customer is creative, intelligent and stylish. She is not afraid to stand out and does it fashionably. The combination of carefully chosen fabric and attention to detail leads to a loyal following including celebrities like Alexa Chung, Kirsten Dunst, Zooey Deschanel, Helena Christensen, and Keira Knightley.

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