

BEYOND YOGA

FOR IMMEDIATE RELEASE

Beyond Yoga® Introduces New Brand Platform, Seek Beyond, with Original Anthem by Issa Rae
Celebrating Progress Over Perfection, Seek Beyond Redefines How We Move, Grow, and Connect

CULVER CITY, Calif. — July 24, 2025 — **Beyond Yoga®** proudly unveils **Seek Beyond**, a new brand platform that redefines modern wellness through the lens of movement, mindfulness, and connection. Seek Beyond marks the next chapter in Beyond Yoga's brand evolution: championing growth in all its forms, with confidence, authenticity, and joy at the heart of the journey. Seek Beyond launches with an original anthem written and performed by writer, producer, actress, and entrepreneur [Issa Rae](#). Her voice sets the emotional tone for a campaign grounded in real stories and real people, featuring a wide range of movers that includes Movement Coach and The Sculpt Society Founder [Megan Roup](#), Hike Clerb Founder [Evelynn Escobar](#), and Skyting Yoga Co-Founder [Krissy Jones](#). Big Girls Who Run LA co-founder [Danielle Burnett](#), run club member and model [Dale Samson](#), breathwork coach [Miwa Sakamoto](#), and model and Pilates enthusiast [Annie Little](#).

Launching alongside Beyond Yoga's new Outdoor product collection, Seek Beyond speaks to a cultural moment shaped by burnout and the pressures of perfection, offering instead a path toward intention, creativity, and joyful progress. The initiative will unfold through digital content and community activations, and serves as another proof point in the brand's next chapter of growth. Beyond Yoga has been focused on elevating the overall fan experience as seen in its latest store opening, which showcases its new elevated format and design concept, and these efforts have been fueling the brand's overall progress and momentum.

"Seek Beyond is an invitation to embrace the joy of the journey—whatever that might look like," said Nancy Green, CEO of Beyond Yoga. "This platform reflects how our community shows up: with openness, with heart, and with a deep belief that movement is more than just physical—it's how we grow."

"This partnership with Beyond Yoga felt like such a natural fit," said Issa Rae. "The Seek Beyond message mirrors the way I move through the world—choosing progress over perfection, and doing so with intention, joy, and humor. Writing the anthem was a chance to explore that spirit creatively, and I'm proud to help share it."

"In a wellness space that can often feel prescriptive or performative, Seek Beyond offers something more human," said Katie Babineau, Chief Marketing Officer of Beyond Yoga. "This is a movement rooted in real life, where vulnerability is strength, and growth looks different for everyone. Issa was the ideal partner to bring that vision to life. Her voice and creativity brought heart, humor, and truth to the anthem, and the movers all bring their own unique perspective to the story."

With Seek Beyond, Beyond Yoga invites its community to move, create, and connect in ways that feel true to them, starting with an anthem and continuing with stories that explore entrepreneurship, motherhood, wellness, and identity. Activations tied to the launch will continue to roll out through the fall.

Discover the anthem. Join the movement. #SeekBeyond

ABOUT BEYOND YOGA

Headquartered in Los Angeles, Beyond Yoga is a premium active lifestyle brand, female-founded, LA-born and bred. Founded in 2005 and grounded in the value of body positivity, Beyond Yoga creates clothing from luxuriously soft, easy-to-care-for fabrics in styles that serve a broad range of workouts and activities. The brand has over 1,218 wholesale accounts across the U.S. and international markets and continues to strengthen its market presence through an expanding brick-and-mortar footprint nationwide. Its strong fan base is fueled by enthusiasts of its signature Spacedye fabric and lifestyle essentials, including outerwear, lifestyle pants, fleece, and beyond. Beyond Yoga seeks to inspire growth in mind, body, and in connection with community.

In September 2021, we joined Levi Strauss & Co., one of the world's largest brand-name apparel companies and a global leader in jeanswear. Beyond Yoga benefits from our relationship with LS&Co.'s global capabilities. For more information, go to beyondyoga.com.

Contact:

SHADOW

Bobbie Semple

Email: bsemple@weareshadow.com

##