

# winter's coolest

KICK START YOUR FITNESS GOALS IN CHIC APPAREL

WRITTEN BY BRIDGIT KIN-CHARLTON, M.S., C.P.T.

I wouldn't qualify myself as anything official when it comes to fashion, but I might officially qualify as a shopaholic—and a fitness expert—which is why I am passionate about quality fitness apparel. To keep from going broke, I have learned to mix the luxe with the less, the cheap with the chic. Looking stylish while you exercise can be important to both your self-image and your workout. The better you look, the better you feel and the better your results. Here are a few of my favorite clothing lines to help you start wardrobing your workout clothes. I hope you find something inspiring that kick starts your new year and gets you to the gym—every day! 📌



## Lululemon Athletica | [Lululemon.com](http://Lululemon.com) Retail store at Short Pump Town Center

I stumbled upon this Canadian-based Yoga clothing company when I was at a professional fitness conference in San Diego four years ago and fell in love instantly. It's not just the clothing that makes this company so special, but the positive energy that comes from everything they stand for. For example, each store location is passion about their local community, and all Lululemon locations hold events that are unique to their neighborhood. Last spring, I attended a "We Do Yoga" event at Maymount, near the Richmond store. It was a wonderful experience, and I met some inspirational people. Even the reusable bags that you receive when you check out at the store exude positivity. They are full of quotes like, "Friends are more important than money," "Dance, sing, floss & travel," and "What we do to the earth we do to ourselves." Some of my favorite pieces include the Live Simply Jacket, the Run: Full Tilt Pullover and the Groove Pant. **1. Run: Full Tilt Pullover, \$99**  
**2. Women's Speedy Run Hat, \$32** **3. Groove Pant, \$98**



## Bluefish Sport Activewear | [BlueFishSport.com](http://BlueFishSport.com)

BLUEFISH SPORT® ACTIVEWEAR was founded in 1998 with the vision of producing an exclusive line of fashionable women's fitness clothing. They quickly changed the face of the industry, emerging as one of the first companies to specialize in women's fashion-fitness clothing that can be worn not only to work out, but to hang out, too. Today, they continue to sell women's activewear in department stores, sporting good chains, specialty stores, gyms, yoga studios, spas, hotels, resorts and catalogs. **1. Viper Legging, \$92** **2. Tooshie Skirt, \$72**  
**3. Cosmo Top, \$46.20** **4. Martini Jacket, \$81.20**



Stella McCartney for Adidas | Adidas.com

Before I really started looking for more ‘fashionable’ fitness apparel, all I wore for my workouts was Adidas. So when Stella McCartney, one of my favorite designers, partnered with Adidas, I knew it would be good. There are interesting details in this line that add intrigue to her pieces. Strategically placed seams, zippers, straps, ruching and ribbon help turn the basic into the unexpected. **1. Tennis Seven-Eighths Tee, \$100** **2. Studio Performance Three-Quarter Tights, \$100** **3. Run Mid Layer Top, \$150** **4. Ski Hat, \$50** **5. Menziessi Runner Shoes, \$150**



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