



EVERYDAY COMFORT FOR EVERY BODY.

WHY

BECAUSE LIFE IS BUSY AND WE ALL COULD USE COMFORT, FASHION AND FUNCTIONALITY IN DAILY ESSENTIALS SUCH AS OUR CLOTHES.

BECAUSE EVERYONE WANTS TO LIVE A MORE HEALTHY LIFESTYLE BECAUSE EVERYONE WANTS TO BE HAPPY AND CONFIDENT

BECAUSE WE CAN ALL USE A LITTLE MORE ZEN IN OUR LIVES

HOW

BY DESIGNING FUNCTIONAL APPAREL THAT CAN TAKE YOU FROM WORK TO THE GYM, MAKING IT THAT MUCH EASIER TO LIVE A MORE HEALTHY AND HAPPY LIFESTYLE.

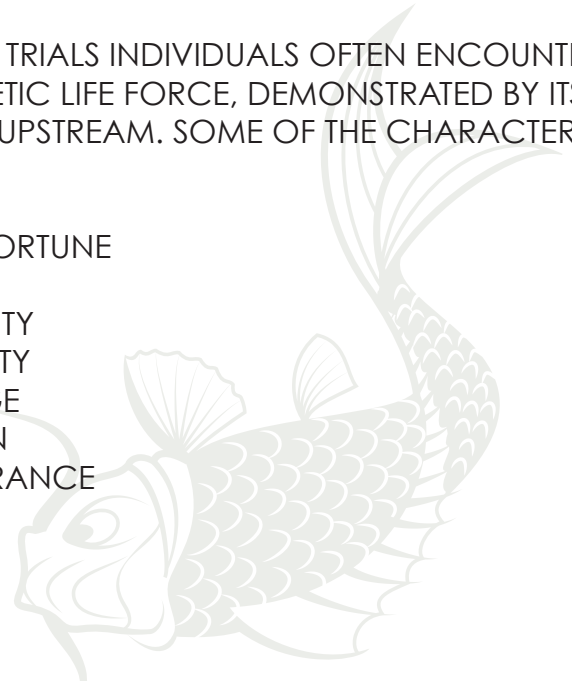
WHAT:

STYLES DEVELOPED USING SOFT FABRICS AND FLATTERING SILHOUETTES GIVING YOU THE CONFIDENCE WHEN WEARING KOI APPAREL. GARMENTS DESIGNED FOR EVERYDAY LIFE WITH YOU IN MIND. MEN'S, LADIES AND YOUTH APPAREL AND ACCESSORIES COMING SOON. KOI HAS STARTED WITH THE MOST POPULAR TEE, THE TRIBLEND! FROM SIZES XS TO 4XL, WE HAVE A SIZE FOR EVERY BODY. STAY TUNED TO SEE ALL THE AMAZING PRODUCTS TO COME.

DYK:

THE KOI SYMBOLIZE SEVERAL LESSONS AND EVEN TRIALS INDIVIDUALS OFTEN ENCOUNTER IN LIFE. THE KOI FISH HAS A POWERFUL AND ENERGETIC LIFE FORCE, DEMONSTRATED BY ITS ABILITY TO SWIM AGAINST CURRENTS AND EVEN TRAVEL UPSTREAM. SOME OF THE CHARACTERISTICS ASSOCIATED WITH THE KOI INCLUDE:

- * GOOD FORTUNE
- * SUCCESS
- * PROSPERITY
- * LONGEVITY
- * COURAGE
- * AMBITION
- * PERSEVERANCE



CONFIDENT HAPPY FEARLESS POWERFUL PLAYFUL STRONG

ATHLEISURE

9:00 AM to 5:00 PM to 9:00 PM

KOI is inspired by "athleisure" fashion: athletic + leisure.
A marriage of function and fashion, providing the flexibility
to live life on the go while still looking put together.
Functional apparel that can take you from work to the gym
and serve as everyday lifestyle wear.



KOI. For professionals with a balanced life.

9-5 Basic V-neck tee worn to work.



Athleisure is a trend in fashion in which clothing designed for workouts and other athletic activities is worn in other settings, such as during work, casual or social occasions. Athleisure outfits are yoga pants, tights and leggings that “look like athletic wear” and characterized as “fashionable, dressed up sweats and exercise clothing”. The idea is that gym clothes are supposedly making their way out of the gym and becoming a larger part of people’s everyday wardrobes. By some accounts, the athleisure trend grew out of women wearing yoga pants. Another account suggests that the trend came about because people could wear them for multiple occasions without having to change, which meant greater convenience, since people did not have to carry an extra gym outfit on the way to the office, for example.

After hours - Gym



After hours - Casual

