

# So Fine Fashions Targets 'Every Woman' With Trendy New Yoga Pilates Apparel



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Press Release Author: **Myrna Sandnes**

Industry: [Apparel & Fashion](#)

**Press Release Summary:** <http://www.sofinefashions.com> [So Fine Fashions and Accessories]- a new fashion Web site owned and operated by Colombian native Myrna Sandnes - introduces high-quality, affordable fitness, Yoga and Pilates clothing for women of all shapes and sizes. The new Yoga and Pilates clothing line are very relaxing and a high quality natural clothing line that look and feel great.



Press Release Body: LAUREL, Maryland,(Express PressRelease) May 8, 2008 - **So Fine Fashions** introduces new **Yoga Pilates workout clothes** (<http://www.sofinefashions.com>) — a new fashion Web site owned and operated by Colombian native **Myrna Sandnes** — introduces high-quality, affordable fitness clothing for women of all shapes and sizes.

So **Fine Fashions and Accessories** launched in late 2007 with the mission to make fashion and gift-giving a simple, fun and pleasurable experience for all customers. Sandnes came up with the idea for fitness clothing that suits women of all sizes after experiencing firsthand that [workout clothes](#) available for everyday women were poorly constructed, unflattering and made from low-quality fabrics. The new Yoga and Pilates clothing line are very relaxing and a high quality natural clothing line that look and feel great.

*"When I began working out, the only clothes available to women my sizes were big, bulky T-shirts, biking shorts and sweat pants," says Sandnes. "When you're working out, you want to look good and feel good. I decided to create long-lasting products that would make women feel great when they wore them."*

Sandnes' fitness fashions can be used for aerobics, cycling, yoga, pilates, dance classes and more. The clothing is made in Colombia from the stretchy materials used in Brazilian [bathing suits](#): Lycra, cotton and even bamboo are used to create the products.

*"When I'm designing the fitness clothing, I'm choosing bright, abundance of vibrant colors, materials and energy" says Sandnes. "You're happier about working out when you're pulling on brightly colored clothes that make you feel good and look great. You get more motivated to exercise and develop that mind-body connection of feeling healthy and being happy with how you look."*

**So Fine's** coordinating sets are extremely affordable, ranging from \$34 to \$65. They can be purchased online, over the phone or through a catalog.

**About So Fine Fashions LLC**  
**So Fine Fashions** provides quality and trendy women's fashions in the following departments: fitness wear, intimates, hats, [handbags](#), [jewelry](#), [original paintings](#) and other accessories. All products featured on the Web site are designed exclusively for So Fine and undergo a rigorous quality selection process. **So Fine's** primary objective is to

exceed expectations in product quality and customer service while maintaining customers' loyalties to **So Fine Fashions**.

**Myrna Sandnes** also started [So Fine Foundation](http://www.sofinefoundation.com), a non-profit organization, to help poor children in Colombia. All proceeds from the **So Fine Foundation's** annual art auction, and other events throughout the year, will go towards sponsoring children's medical care. A percentage of **So Fine Fashion's** annual sales will also be donated towards this worthy endeavor.

In second quarter of 2008, **So Fine Fashions** will introduce a new collection line Yoga fashions that will be constructed of organic materials fibers and innovative recycled materials.

**Web Site:** <http://www.sofinefashions.com>

**Contact Details:**

**For more information on So Fine Fashions, visit**  
<http://www.sofinefashions.com>.

**Contact Information:**

**Myrna L. Sandnes**  
**1.866.369.2566**  
**myrna@sofinefashions.com**