

hey
104

Luxe for Legs



hey jo

stylish activewear for legs

London based leggings brand Hey Jo launched in the summer of 2012 as an answer to the lack of bold coloured luxe activewear leggings on the market.

Since then Hey Jo has received press coverage in publications from ELLE to The Times and Vogue.com, creating a cult must-have with customers from London to LA.

In December 2013 Hey Jo was approached by Net-a-Porter to stock a capsule collection of the leggings, beginning an on-going relationship with the international online retailer.

The collection features two distinct styles: The 'Classic' – a luxurious chic look for a high-octane gym workout; and 'Cassini' – perfect for relaxation and an effortless sophisticated look both day or night.

Both styles incorporate Hey Jo's unique gold zip detailing and branded puller on a lower back money pocket and the ankles (Cassini only).

"Hey Jo celebrates movement of the body in comfortable, stylish glamour. These leggings are a lifestyle product offering an alternative to the vast sea of grey and black legwear worn in and out of gyms up and down the country.

The beauty of our leggings is that they flip perfectly from the gym to the rest of a woman's active lifestyle - team them with statement heels and they'll take you into the evening." says founder Jo Admiraal.

Hey Jo perfectly fuses fashion and sport by creating versatile coloured leggings made from the finest Italian jersey that incorporates the latest high-tech functionality including muscle control, quick drying, anti-chaffing, two-way stretch and supreme breathability.

The colour offering includes 13 bold colours ranging from classic Jet black to Miami pink, Mikado yellow and Cinnabar red.

Celebrity fans include Sienna Miller, Cara Delevigne, Rosie Huntington-Whiteley & Gwyneth Paltrow.

Hey Jo leggings are available in XXS, XS, S, M and L from £105

www.hey-jo.co

Stockists include Net-a-Porter and select Equinox Gyms in London & USA

To request further info please contact Julian Gregory
at Presence on julian@presencelondon.co.uk or 0207 503 6004