

NEW YEAR FITNESS FASHION SOLUTIONS

BY MERILEE KERN

Amid the fresh new year, the fashion scene is bursting with fab fitness apparel and accessory trends that'll have you steppin' out in style. Here are a few notable wearables that exemplify some favorite fitness fashion staples of this season:

ELLIE FASHION — TECH ACTIVEWEAR SUBSCRIPTION BOX

Ellie Fashion offers monthly activewear subscriptions allowing members to liven up their fitness routines with one of three featured outfits from top-quality activewear brands like Marika, Bally Total Fitness, Balance Collection and Zobha. Their style options include Elasta-Tight — comfortable, shape-enhancing fabrics that sculpt the body in all the right places, Dry-Wik — technologies that separate sweat from fabric, promoting quick evaporation, and Shape Tek — a power-mesh system with a superior stretch designed to create a natural and slimming appearance. **Ellie's subscription box pricing starts at just \$40 per month** for a three-piece outfit, including leggings, sports bra and seasonal tops ranging from tanks, tees, hoodies and lightweight jackets.



TRAQ SMART SHOES

Here's some killer wearable technology for fitness-minded folks. TRAQ, Alegria's first smart shoe, has a built-in pedometer, plus a personalized app community. The designs are made for walking, working and leisure, while simultaneously allowing you to accurately count every step thanks to the smart Q-Chip embedded right in the shoe. Easily connect the integrated pedometer in the shoes to the accompanying Alegria TRAQ smartphone app to view daily and monthly step activity. You can do everything in your daily routine while stepping out in intelligent, blissful comfort. Anyone can track their steps, connect with their friends and compete on a leaderboard. **These TRAQ shoes start at \$98.95.**





CUFFITS

Spring is all about making a fresh fashion statement. If you're tired of wearing the same black leggings for exercise, but don't want to spend money on a variety of cute workout pants, then easily change up your fitness attire with Cuffits. They'll let you customize the look of your ordinary leggings by adding bright and colorful, interchangeable cuffs to the bottom. Cuffits come in many different colors, fashionable designs and patterns. You can match your attire with your Cuffits and have the perfect outfit in just seconds. Just slide each cuff onto your calf and a silicone elastic band holds them in place, even during exercise. **Cuffits start at \$12.99.**

MYPHONEPOUCH CELL PHONE CARRIER

Here's a great way to help someone stop misplacing their phone and wasting valuable time looking for it! MyPhonePouch is a sleek, innovative solution allowing you to carry your cell phone securely and accessibly on your hip. This soft, stretchy pouch is worn tucked over any waistband to instantly add pockets to an outfit. Designed by Allison Santini, it's especially great for those women and girls who often lack pockets in their outfits. It's great with leggings, yoga pants, sweats, shorts, skirts, slacks and other pocketless garments. Made of high-density performance fabric, MyPhonePouch is available in different colors and sizes to fit most phones and **prices start at \$29.99.**



CRAZYBABY AIR NANO WIRELESS EARBUDS

The Air Nano Wireless Earbud by Crazybaby could be a great gifting option. The classic bullet design of these wire-free earbuds offers a snug fit for all types of ears, making them perfect for running, jogging and other rigorous activities. The soft material that makes up the wingtip is water-washable, anti-static and removable. It uses the industry's leading 998 custom-made Carbon Nanotube Diaphragms, enabling crystal-clear acoustics. They boast eight to 12 hours of playback time for all day use. Super fuel technology allows a quick five-minute charging window for a full 90 minutes of playback. These wireless earbuds are available in 10 colors and **priced at \$99.00.**



FREELETICS

Emblazoned across the shipping package, “Quitting is not an option” is how those who order Freeletics will be greeted. Freeletics is a new sports trend that combines high intensity workouts with running. Freeletics Wear engineers apparel and gear to meet the intense workout demands of what they call the “Free Athlete” before, during and after their Freeletics workout. The apparel is anit-static, machine-washable designs that come in both grey and black styles. The FreeKnit, grey tank top **priced at \$39.90**, and the Anytime shorts are also **\$39.90**. The athletic line also includes gloves, hoodies, caps, and tights.

