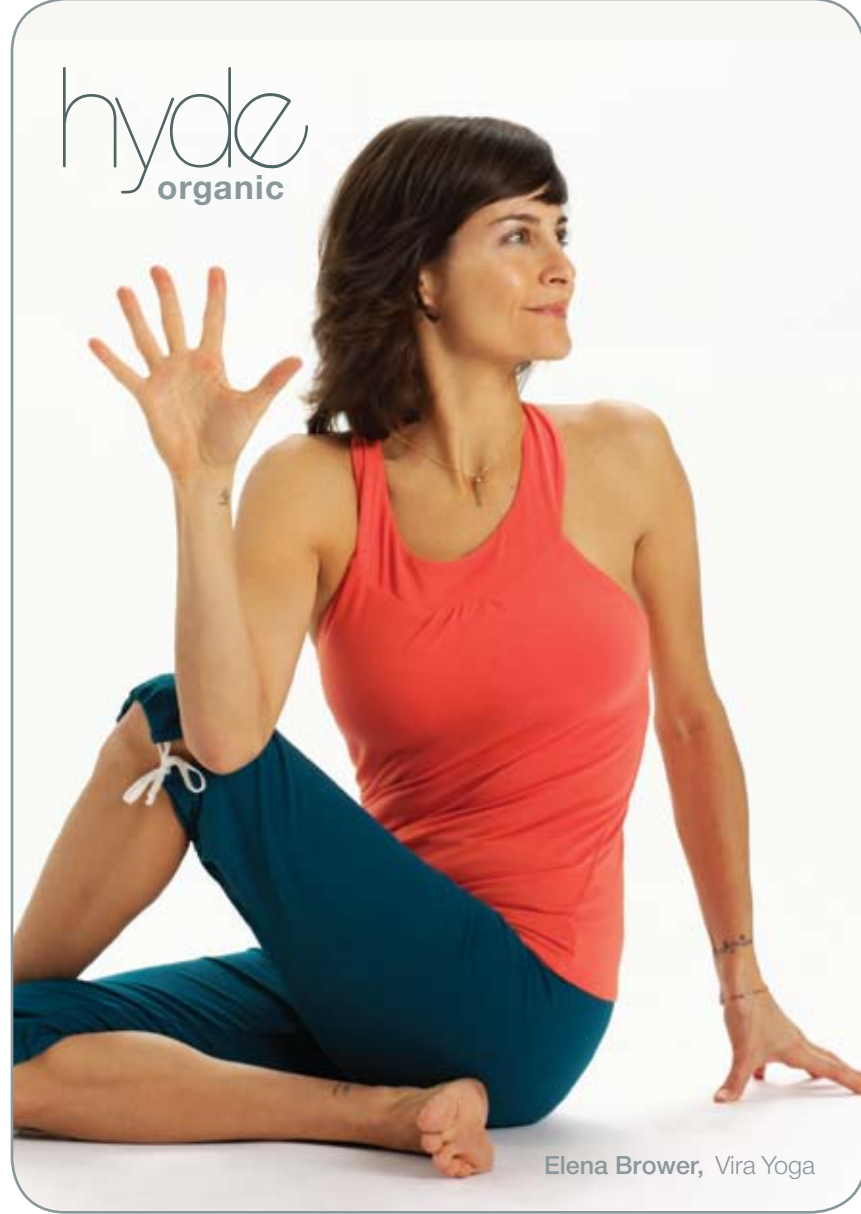




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photography by Mark Loader



hyde
organic

Elena Brower, Vira Yoga

Schuyler Grant
Kula Yoga Project



live consciously.

express gratitude.

be kind.

have patience.

create balance.

walk the world in hyde.

01



02



03



Janet Stone
Yoga Tree

04





OTM halter
proceeds go
to Off the Mat,
Into the World®



07



08



09



10

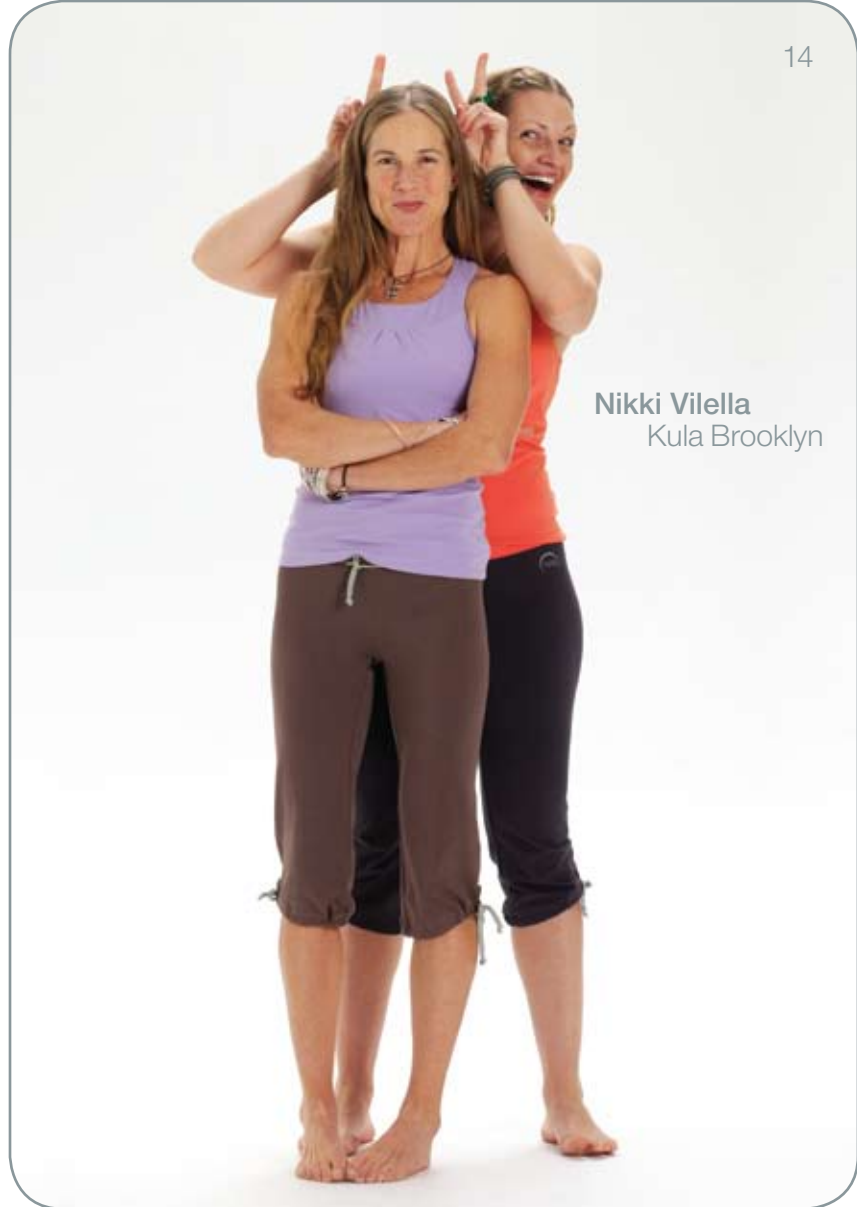


11



12





Nikki Vilella
Kula Brooklyn



hyde style guide

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hyde style guide

description chart

1201 | v top

feminine sleeveless v-neck top with signature center seam.
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, white, cerulean
sizes: xs, s, m, lg

1208 | skye tank

higher neck tank provides coverage and has bra support. delicate and not constrictive.
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, charcoal, cream, amethyst, coral
sizes: xs, s, m, lg

1205 | trieger tank

classic look but with an unexpected v-back, perfect for practice and as a layering piece, with bra support
fabric: jersey – 92% organic cotton, 8% spandex
colors: white, black
sizes: xs, s, m, lg

1214 | kitkat tank

scooped neck with support bra is cute enough to wear around town. a modern take on the classic t-back.
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, white, amethyst, coral, cerulean
sizes: xs, s, m, lg

1210 | long cami

the perfect camisole (with bra support), clean lines with a ballerina back. our longest fitting tank, hitting well below the hips.
fabric: jersey - 92% organic cotton, 8 % spandex
colors: black, cream, khaki, coral, cerulean
sizes: xs, s, m, lg

1212 | taryn halter

the perfect halter for those who hate halters. pretty purl stitching on the front opens into a flattering v. this halter sits comfortably around the neck with a wide and soft tie.
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, white
sizes: xs, s, m, lg

1215 | jen jen tank

v-neck cross between a cami and a tank, the cut out back adds a fashion detail to a practice tank. a bit longer.
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, cream, coral, cerulean
sizes: xs, s, m, lg

1255 | divine drawstring pant

pants without side seams, pearl-edged hems. perfect fit – our best selling pant.
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, charcoal, earth, khaki, amethyst, cerulean
sizes: xs, s, m, lg

1258 | ryder cropped pant

a flowier pant than the drawstring: perfect for practice and lounging around after, with a wide ribbed higher waistband.
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, khaki, charcoal
sizes: xs, s, m, lg

1235 | REVAMPED! twisted seam legging

an unexpected take on the classic legging, with subtle ruching below the knee. runs small
fabric: jersey – 92% organic cotton, 8% spandex
colors: black, charcoal, cerulean
sizes: xs, s, m, lg

1265 | cropped divine drawstring

cropped version of our best selling divine drawstring pant. seamless and hits right below the knees.
fabric: jersey–92% organic cotton, 8% spandex
Colors: black, charcoal, coral, cerulean
sizes: xs, s, m, lg

1209 | capri legging

inspired from running tights, but altered to suit the practice. highlight stitching on the flattering seams. **fabric:** jersey–92% organic cotton, 8% spandex
colors: black, charcoal, cerulean
sizes: xs, s, m, lg

1154 | hot shorts

sassy, designed to cover and stay in place.
fabric: french terry – 95% organic cotton, 5% spandex
colors: black, charcoal
sizes: xs, s, m, lg

1234 | chrystie drawstring

our slouchy but stylish yogawear answer to the harem pant craze. with a drawstring and pockets in just the right place.
fabric: jersey–92% organic cotton, 8% spandex
colors: black, earth, amethyst
sizes: xs, s, m, lg

1272 | NEW! kelly crop pant

“using the same leg-lengthening, rear-end enhancing waist band, this pant provides a slightly sportier cropped version of the full length kelly pant.”
fabric: jersey – 92% organic cotton, 8% spandex
colors: coral, cerulean
sizes: xs, s, m, lg

2228 | women's practice pant

this stretch woven practice pant provides another option, with contrasting embroidery and stitching
fabric: 93% cotton, 7% spandex
colors: graphite, olive
sizes: s, m, lg
men's practice pant | 2221
a response to a request for “cool men’s yoga pants” “stretch woven-stretchy but doesn’t look it!”
fabric: 93% cotton, 7% spandex
colors: olive, black (with pockets)
sizes: s, m, lg, xlg

1401 | lux zip hoodie

fabric: 70% wool, 30% cashmere
colors: black, ivory, lilac, glacier
sizes: xs, s, m

charitable giving pieces!

1271 | kelly pant

NYC yoga teacher Kelly Morris designed this pant so that the material at the waist folds to the point where the legs begin – giving the body-changing illusion of longer legs. It’s a miracle! **fabric:** jersey – 92% organic cotton, 8% spandex **colors:** black, charcoal, eggplant, loden **sizes:** xs, s, m, lg

10% of the proceeds from this pant go to Bent On Learning. BENT ON LEARNING is the largest nonprofit organization in NYC mobilizing the yoga community around a social good. With the support of some of NYC’s most accomplished yoga instructors, Bent On Learning brings yoga into NYC public schools to help kids reduce stress, pay attention and improve overall health. They also offer yoga classes to school teachers, staff and parents to help them improve their own personal health and to enable them to incorporate yoga and mindfulness into their homes, classrooms and communities.

1213 | otm halter

This tank fits just like the taryn halter, but with 5 inches of added length – a request from Hala Khouri, Seane Corn, and Suzanne Sterling. Slits on the side seams allow for movement, while covering your booty. **fabric:** jersey - 92% organic cotton, 8% spandex **colors:** black, loden, eggplant **sizes:** xs, s, m, lg

10% of the proceeds from this tank go to Off the Mat, Into the World®. Off the Mat, Into the World® uses the power of yoga to inspire conscious, sustainable activism and to ignite grassroots social change. OTM supports yogis around the world in taking their yoga “off the mat” to create real change in their communities.

hyde color chart



hyde is a socially conscious company. the line is produced in a sweat-shop free environment using predominantly organic fibers.

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www.yogahyde.com

for more information or to place an order-call: 646.330.4646 or visit our website



hyde is the creation of anne-kerr kennedy (“a.k.”), who discovered yoga 16 years ago. what began as exercise quickly became a passion that extended to affect all aspects of her life. hyde was born from an intention to create clothing that encourages comfort, confidence, and beauty.

inspired by the notion of flexibility of both body and mind, we incorporate the principles of yoga into a thoughtful contemporary line of apparel. the hyde collection is designed and fabricated with a fit and aesthetic that travels from the studio out into the world.

“Anne Kerr Kennedy’s Hyde yoga pants combine elegance, simplicity, comfort and style. I love them.”

-Deepak Chopra