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**FOR IMMEDIATE RELEASE**

**Barre & Soul® Launches Apparel Collection**

*Fresh apparel delivers high-performance for studio to street,  
and reflects a world-class fitness culture, with grit and grace*

**July 26, 2017 – Boston MA–** [Barre & Soul®](#) today announced the launch of a new apparel collection. The new line further amplifies this growing world-class brand that stands for a fitness culture with grit and grace, and the inner strength and confidence every woman needs to conquer her most significant ambitions in life.

Andrea Isabelle Lucas, Founder of Barre & Soul® said, "I have personally overseen every detail of the line's creation from collaboration with our designer, choosing of recycled materials, to selecting a production house here in the USA, and more. The launch of our new collection is something I am proud of not only because of the impeccable details and high quality of the product, but for the values it represents. Our apparel line is not just for working out in a stylish, ethically sourced way – it will make women feel badass and beautiful wherever the day takes them."

Barre & Soul® studios are committed to an unparalleled standard of excellence – from the aesthetics of the studio space, the inclusive, body-positive philosophy, motivating music and a challenging, effective workout that is never boring. These qualities of top-tier quality, bold attitude, and fun fused with a distinctive combination of rock 'n roll meets timeless elegance continues into the clothing line.

The line is vintage inspired, classic, and aligned with the Feminist movement of the 60 and 70s. It also fuses the rebellious energy of classic rock with the poise, strength and simplicity embodied by ballerinas like Lotte Berk – the creator of the method Barre & Soul®'s fitness method is based-upon.

**The new line includes the following pieces:**

- **Full-length leggings**  
Black, perfect compression, high-waisted, full-length, delightfully flattering and supportive
- **Capri leggings**  
Leopard print, recycled materials, brushed soft handfeel
- **Satin "Rebel Rebel" Bomber Jacket**  
leopard print lining, gold on black
- **Feminist AF Cropped muscle tank**  
100% cotton, breathable fabric absorbs moisture, vintage wash
- **Barre & Soul® Cropped muscle tank**  
100% cotton, breathable fabric absorbs moisture, vintage wash
- **High-Low Black Resting Barre Face muscle tank**  
100% cotton, breathable fabric absorbs moisture, vintage wash
- **High- Low white 'Barre Butts' muscle tank**  
100% cotton, breathable fabric absorbs moisture, vintage wash
- **Strappy sports bra**  
leopard print, recycled material, lined, brushed soft handfeel

A hand-selected designer working closely with Andrea Isabelle Lucas designed the new line. The collection is designed by women for women, for style and comfort and made to flatter. The designer brings a wealth of experience from top clothing brands NastyGal and Revolve, among others. It is ethically manufactured in small batches in downtown Los Angeles where Lucas has participated personally in fittings and overseen the team responsible for crafting the new apparel line.

For additional information about Barre & Soul®, photos, founder bio, or to book an interview and learn more, please contact Jackie Lucas, 978-255-1159 or [Jackieveravoce@gmail.com](mailto:Jackieveravoce@gmail.com)

### **About Barre & Soul®**

Barre & Soul® was created in 2013 and operates thriving studios in Harvard Square, Brookline and Melrose, MA and Portsmouth, NH. Barre & Soul® method fuses Ballet conditioning, Pilates, Yoga and Calisthenics with great music, high-energy and



supportive community in the tradition of Lotte-Berk method. The highest standard of teacher training, consistently exceptional classes, and results are the hallmarks of Barre & Soul®. The studios are committed to excellence in everything they do, and are dedicated to empowering clients in breaking through their own boundaries, achieving goals and being their best in the studio and in every facet of life.