

FOR IMMEDIATE RELEASE

Manduka Announces 2024 Collection with the Legendary Gerry Lopez
Manduka x Gerry Lopez Collection is a Perfect Harmony of Surf and Yoga

MUNICH, Germany (November 16, 2023) – Manduka, the best-in-class purveyor of high-quality yoga mats and accessories, is thrilled to introduce the Gerry Lopez Collection at ISPO. This exclusive collaboration between the legendary surf icon Gerry Lopez and Manduka debuts to the trade and is available for previewing in Hall B3, Booth #201, ahead of public release in spring 2024.

“Mr. Pipeline” Gerry Lopez, a revered surf legend and passionate yogi, embodies the spirit of this collection, melding his storied surf history with a deep-rooted connection to yoga. A harmonious convergence of two worlds that remind us that balance is not just for the oceans but also for the soul.

“Yoga and surfing are two profound dances with nature. Both teach us the art of finding balance and a sense of peacefulness amidst the storm,” says Lopez. “Through this collection, we aim to invite all souls, from every walk of life, to join in this dance. It’s about finding harmony and stillness, regardless of your story.”

With the Gerry Lopez Collection, Manduka aims to beckon new people to the mat, while underscoring a connection to nature and a responsibility to protect the earth’s resources. This line of essentials offers a new gateway into the world of yoga by espousing Gerry’s approach to stillness, spirituality and balance while inviting everyone to seek the physical and mental well-being, self-discovery, and tranquility benefits yoga can provide.

James Appleby, General Manager of Manduka EMEA, reveals “I am very excited to be working with such an iconic figure as a catalyst to launch regular connections with a new active community outside of our traditional yoga circle. I am enthusiastic about the possibilities this collaboration presents for the business and ability to strengthen Manduka and yoga as a whole. The Gerry Lopez Collection is an opportunity for the brand to connect with the surfing and wider action sports communities on the complementary benefits of a regular yoga practice, while underscoring our interest in and commitment to men’s health and wellness.”

The Gerry Lopez Collection includes premium, performance yoga mats and towels, designed to support yogis at all levels of practice. Utilising eco-conscious materials that Manduka is known for and incorporating Gerry’s signature patterns found on his coveted surfboards, each item in the collection embodies the spirit of surf and yoga. Gerry’s work as a professional shaper is tangible—he’s alluded to surfboard stringers with a subtle stripe down the center of the mats and towels, reminding us that health and harmony occur when yin and yang is in balance.

The Gerry Lopez Collection is now available for prebooking with an April 2024 launch.

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About Manduka

Manduka was founded in 1997 with a simple idea that a better yoga mat could make a world of difference. For generations, Manduka has revolutionized the yoga space by providing purposefully crafted products that enable a more joyful practice. The brand's name pays homage to the Mandukasana, a challenging, thought-provoking and freeing pose that inspires joy, laughter and simplicity. Today, Manduka's performance mats and range of accessories can be found in homes, studios, hotels and wellness centers around the world, inspiring daily practice in all its modern forms.

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