
Halara
Made for What Moves You

BRAND STORY

Halara is a fast-growing, globally recognized athleisurewear brand reimagining the retail industry through crowd-sourced and crowd-tested designs. Foundedin 2020 by Joyce Zhang, a former Hulu and Microsoft software engineer, the brand had the radical idea to apply the same advanced technology behind machine learning to fashion.

In Greek, the word 'halara' refers to looseness - a state of ease. By combining easy styling and high-performing products with an unprecedented manuufacturing process, Halara's core competence lies in continuously launching category-defining, viral styles that redefine the athleisure space.

Halara believes that the power of technology can create a better retail brand in every way,especially when it comes to fabric quality and innovation. As a brand, we continue to innovate on all levels, always keeping price point in mind. Our aim is to create quality products with innovative designs that are accessible to a broad, global spectrum of women.



4.5+ Million Followers

Across All Social Media Platforms

50+ Billion Views

Across All Reached on Social Media

The New York Times VOGUE billboard COSMOPOLITAN Women's Health Forbes

POP UP

Halara opened its first temporary pop-up location from May 31st to June 9th, 2024., as the direct-to-consumer company plots retail expansion in the U.S. and worldwide. The 3,500-square-foot shop is located on Broadway near other retailers, such as Zara and Madewell.





ATHLETES TEAM

SALOME DEVIDZE

PPA womens single world ranking No.5
Pickleball ambassador since Feb.2024



Salome at Halara Pickleball Club Event, May 2024

CALLIE SMITH

PPA womens double rank No.5
Pickleball ambassador since Nov. 2024



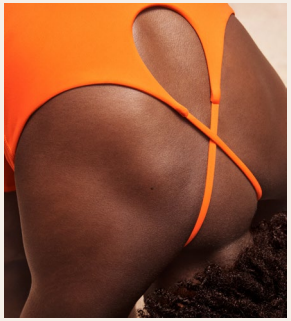
Callie Smith styles in Halara's Zipper Racerback Split Side Pocket Active Dress

FABRIC SCIENCE



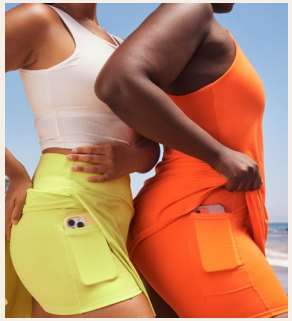
Softlyzero™

Ultra-soft and stretchy, our fabric beautifully contours to your body as if it was tailor-made for you.



Softlyzero™ Plush

Take your workout to the next level with fabric that squats, stretches and breathes with you.



Softlyzero™ Airy

Our signature soft, stretchy fit is now even more breathable, featuring a silky-smooth touch for all-day ease.



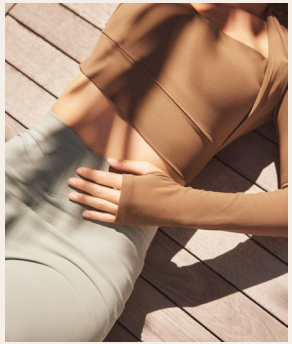
Breezeful™

Refreshingly airy and lightweight, our signature moisture-wicking fabric keeps you feeling effortlessly cool and fresh on the go.



UltraSculpt

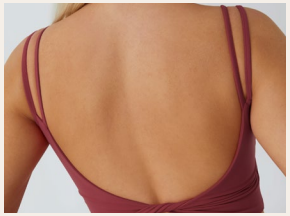
Highlight your curves with our contour-sculpting fabric. Made for Workouts, Everyday Activities.



Patitoff®Flow

Pet lovers! Stay stylish and fur-free all day long, with our durable, pet hair resistant fabric. Made for Pet Walks, Lounging, Cuddling, Everyday Activities.



Double Straps Backless Twisted Cropped Yoga Tank Top

$20.97 | MSRP $29.95

SPUID: 180472

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)

Product Details

- Removable pads for customized support whenever you need it.
- Designs with a rounded U-shape neckline and fabric twists.
- Four-way stretch fabric offers ease of movement and durable wearability.

Fabric & Care

- 77% Nylon and 23% Elastane
- Machine wash cold, do not dry clean, iron, and bleach






Basic Padded Workout Cropped Tank Top

$17.47 | MSRP $24.95

SPUID: 181707

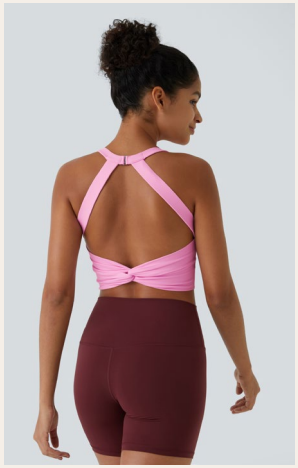
XS (2-4) | S (4-6) | M (8-10) | L (12) | XL(14)

Product Details

- Featuring removable pads for customized support only when and where you want it.
- Perfect for physical exercise or training, from low-intensity to high-intensity. We've got you covered.
- Cropped design that allows your skin to breathe all while being cute & trendy.

Fabric & Care

- 87% Nylon and 13% Elastane
- Machine wash cold, do not dry clean, iron, and bleach



Softlyzero™ Plush Backless Cut Out Twisted Cropped Yoga Tank Top

$24.47 | MSRP $34.95

SPUID: 190567

XS (2-4) | S (4-6) | M (8-10) | L (12) | XL (14)

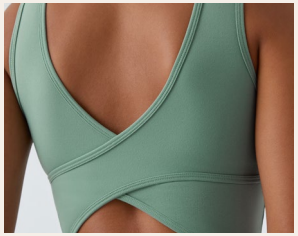
Product Details

- Twisted design adds volume to your look for effortless style.
- Removable pads for customized support whenever you need it.

Fabric & Care

- 77% Nylon and 23% Elastane
- Machine wash cold, do not dry clean, iron, and bleach






U Neck Backless Crossover Barre Ballet Dance Tank Top

$17.47 | MSRP $24.95

SPUID: 180956

XS(2/4) | S(4/6) | M(8/10) | L(12) | XL(14)

Product Details

- Designs with a rounded U-shape neckline.
- Removable pads for customized support whenever you need it.
- Ultra-comfortable and stylish pieces featuring backless designs.

Fabric & Care

- 87% Nylon and 13% Elastane
- Machine wash cold, do not dry clean, iron, and bleach






Patitoff® Flow Pet Hair Resistant Crew Neck Sleeveless Cropped Yoga Tank Top

$20.97 | MSRP $29.95

SPUID: 186467

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16) | 1X (18W) | 2X (20-22W) | 3X (24W-26W)

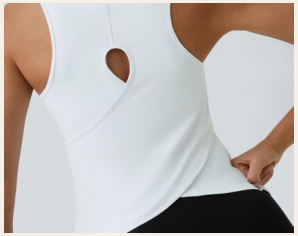
Product Details

- More pets & less stress with our innovative pet-hair resistant fabric.
- Sleeveless designs to show off those arms, perfect for layering with outwear or rocking them alone in the warmer months.

Fabric & Care

- 82% Nylon and 18% Elastane
- Machine wash cold, do not dry clean, iron, and bleach






Cut Out Crossover Hem Solid Yoga Tank Top

$20.97 | MSRP $29.95

SPUID: 186839

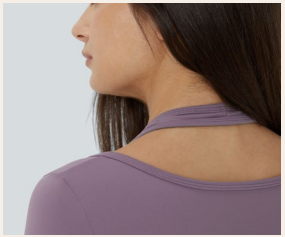
XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)

Product Details

- Cut-out design provides a breezy feel and stylish look
- A crossover hem to show off your waist line.
- To keep its light-weight and breathability, the white fabric is a bit see through.

Fabric & Care

- 90% Nylon and 10% Elastane
- Machine wash cold, do not dry clean, iron, and bleach


Softlyzero™ Plush Halter Thumb Hole Long Sleeve Cropped 2-in-1 Yoga Sports Top

$27.97 | MSRP $39.95 SPUID: 189553

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)

Product Details

- The long sleeve design keeps you warm while adding a touch of charm.
- Four-way stretch fabric offers ease of movement and long-lasting comfort.

Fabric & Care

- 77% Nylon and 23% Elastane
- Machine wash cold, do not dry clean, iron, and bleac





Softlyzero™ Plush Backless Cut Out Twisted Thumb Hole Cropped Yoga Sports Top

$31.47 | MSRP $44.95 SPUID: 269811

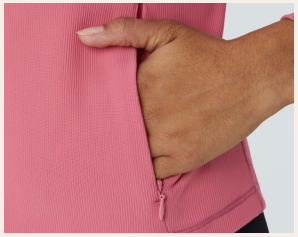
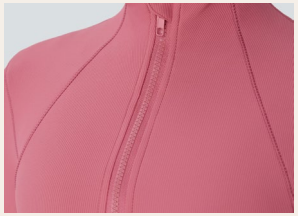
XS (0-2) | M (8-10) | L (12-14) | XL (16)

Product Details

- A stylish backless design for a subtle, elegant reveal.
- Thumbholes help keep your sleeves and cuffs from shifting, while providing easy coverage.

Fabric & Care

- 77% Nylon and 23% Elastane
- Machine wash cold, do not dry clean, iron, and bleach

Patitoff® Flow Pet Hair Resistant Stand Collar Zipper Side Pocket Casual Jacket

$41.97 | MSRP $59.95 SPUID: 189279

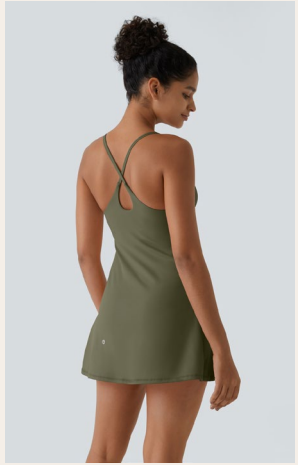
XS (0-2) | S (4-6) | M (8-10) | L (12) | XL (14)

Product Details

- Designed with zipper for function and style.
- Thumbholes help keep your sleeves and cuffs from shifting, while providing easy coverage.

Fabric & Care

- 82% Nylon and 18% Elastane
- Machine wash cold, do not dry clean, iron, and bleach



Softlyzero™ Plush Backless Active Dress-Easy Peezy Edition

$38.47 | MSRP $54.95

SPUID: 199261

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (14W/16W) | 2X (18W/20W) | 3X (22W/24W)

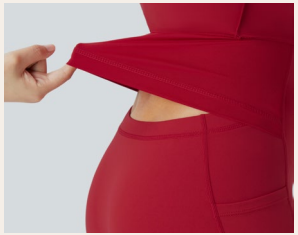
Product Details

- Built-in shorts for comfort & coverage, to keep you confident for movement.
- Featuring two side pockets for storing your essentials when you're on the go.

Fabric & Care

- 77% Nylon and 23 % Elastane
- Machine wash cold, do not dry clean, iron, and bleach






Backless Twisted Active Dress-Easy Peezy Edition

$38.47 | MSRP $54.95

SPUID: 199380

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (14W/16W) | 2X (18W/20W) | 3X (22W/24W)

Product Details

- Built-in shorts with open back waistband for easy peezy bathroom breaks.
- Featuring two side pockets for storing your essentials when you're on the go.
- Removable pads for customized support whenever you need it.

Fabric & Care

- 82% Nylon and 18 % Elastane
- Machine wash cold, do not dry clean, iron, and bleach







Zipper Racerback Split Side Pocket 2-Piece Mini Tennis Active Dress

$31.47 | MSRP $44.95 SPUID: 199308

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)

Product Details

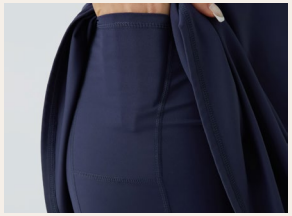
- Designed with zipper for function and style.
- Featuring two side pockets: the upward pocket for storing your essentials, the downward one to store a tennis ball for added convenience.

Fabric & Care

- 75% Nylon and 25 % Elastane
- Machine wash cold, do not dry clean, iron, and bleach







Softlyzero™ Airy Backless Cut Out Adjustable Strap 2-in-1 Pocket Cool Touch Longer Active Dress-UPF50+

$38.47 | MSRP $54.95 SPUID: 178342

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)

Product Details

- Built-in shorts for comfort & coverage, to keep you confident for movement.
- Removable pads for customized support whenever you need it.

Fabric & Care

- 77% Nylon and 23 % Elastane
- Machine wash cold, do not dry clean, iron, and bleach







Breezeful™ Backless Corset 2-in-1 Pocket Mini Quick Dry Flowy Pickleball Active Dress

$34.97 | MSRP $49.95 SPUID: 198129

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (14W/16W) | 2X (18W/20W) | 3X (22W/24W)

Product Details

- Built-in shorts provide comfort and coverage, keeping you confident as you move.
- Removable pads for customized support whenever you need it.

Fabric & Care

- Body: 77% nylon and 23% elastane
- Bottom: 92% polyester and 8% elastane
- Machine wash cold, do not dry clean, iron, and bleach






Everyday Softlyzero™ Airy Crossover 2-in-1 Side Pocket Cool Touch Mini Tennis Skirt-Lucid-UPF50+

$27.97 | MSRP $39.95

SPUID: 181211

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16) | 1X (18W)
2X (20W-22W) | 3X (24W-26W) | 4X (28W-30W)

Product Details

- 2-in-1: Built-in shorts for comfort & coverage, to keep you confident for movement.
- Four-way stretch offers ultimate mobility without wearing down the fabric.

Fabric & Care

- 77% Nylon and 23% Elastane
- Machine wash cold, do not dry clean, iron, and bleach






Everyday Softlyzero™ Airy 2-in-1 Cool Touch Tennis Skirt-Marvelous-UPF50+

$24.47 | MSRP $34.95

SPUID: 181524

XXS (0-2) | XS (2-4) | S (4-6) | M (8-10) | L (12) | XL (14)
1X (14W-16W) | 2X (18W-20W) | 3X (22W-24W)

Product Details

- 2-in-1: Built-in shorts for comfort & protection (shorts are not separate).
- Featuring side pockets for storing your essentials such as credit cards or other small items when you're on the go.

Fabric & Care

- 77 % Nylon and 23 % Elastane
- Machine wash cold, do not dry clean, iron, and bleach







Everyday High Waisted Side Pocket 2-in-1 Micro Mini Golf Skirt-Clarity

$24.47 | MSRP $34.95 SPUID: 180631

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)

Product Details

- 2-in-1 Design: Built-in shorts for comfort and protection (not separate).
- Side pocket for essentials like credit cards or small items on the go.
- Four-way stretch ensures ultimate mobility and long-lasting fabric.

Fabric & Care

- 82% Nylon and 18 % Elastane
- Machine wash cold, do not dry clean, iron, and bleach







Softlyzero™ Airy Comfy High Waisted Crossover 2-in-1 Tennis Skirt-UPF50+

$24.47 | MSRP $34.95 SPUID: 186117

XS (2-4) | S (4-6) | M (8-10) | L (12) | XL (14)
1X (14W/16W) | 2X (18W/20W) | 3X (22W/24W) | 4X (26W)

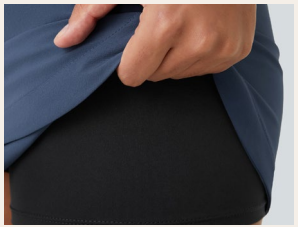
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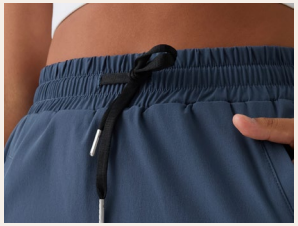
- Built-in shorts provide comfort and protection (not separate).
- Two side pockets for essentials like credit cards or small items.

Fabric & Care

- 77% Nylon and 23% Elastane
- Machine wash cold, do not dry clean, iron, and bleach







High Waisted Drawstring Side Pocket 2-in-1 Curved Hem Mini Golf Skirt

$27.97 | MSRP $39.95 SPUID: 180702

XS (2-4) | S (4-6) | M (8-10) | L (12) | XL (14)

Product Details

- Adjustable drawstring offers a personalized fit.
- Two side pockets for convenient storage of essentials like credit cards or small items.

Fabric & Care

- 84% Nylon and 14% Elastane
- Machine wash cold, do not dry clean, iron, and bleach






Super High Waisted Back Pocket & Side Hidden Pocket 2-in-1 Yoga Shorts 2.5"

$20.97 | MSRP $29.95

SPUID: 181330

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (14W/16W) | 2X (18W/20W) | 3X (22W/24W) | 4X (26W)

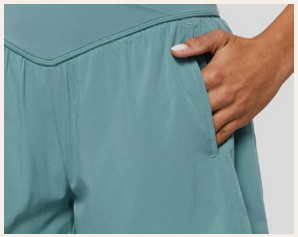
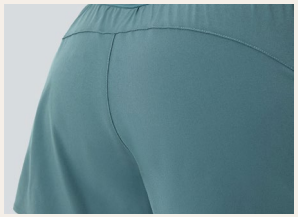
Product Details

- Featuring a side pocket and another back waistband pocket for storing your essentials such as credit cards or other small items when you're on the go.
- Built-in shorts for comfort & coverage, to keep you confident for movement.

Fabric & Care

- 82% Nylon and 18% Elastane
- Machine wash cold, do not dry clean, iron, and bleach



Breezeful™ High Waisted Crossover Side Pocket 2-in-1 Quick Dry Yoga Shorts 4"

$27.97 | MSRP $39.95

SPUID : 185708

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (18W) | 2X (20W-22W) | 3X (24W-26W) | 4X (28W-20W)

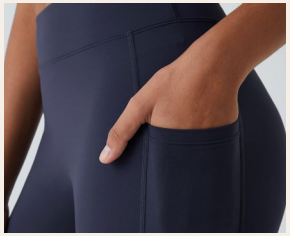
Product Details

- 2-in-1: Built-in shorts with a side pocket for comfort & protection (shorts are not separate).
- High waist designs that offer support & comfort, without sacrificing on style.
- Featuring two side pockets outside and one left side pocket inside for storing your essentials such as credit cards or other small items when you're on the go.

Fabric & Care

- Outer: 92% polyester and 8% elastane
- Lining: 77% nylon and 23% elastane
- Waistband: 77% nylon and 23% elastane
- Machine wash cold, do not dry clean, iron, and bleach






Softlyzero™ Airy High Waisted Side Pocket Plain Cool Touch Yoga Shorts 3.5"-UPF50+

$17.47 | MSRP $24.95

SPUID: 179952

XS (2-4) | S (4-6) | M (8-10) | L (12) | XL (14)

Product Details

- Featuring side pockets for maximum convenience.
- Technology that ensures the fabric stretches with your body, no matter how you move.

Fabric & Care

- 77% Nylon and 23% Elastane
- Machine wash cold, do not dry clean, iron, and bleach






Softlyzero™ High Waisted Crossover Side Pocket Yoga Biker Shorts 7"-UPF50+

$17.47 | MSRP $24.95

SPUID: 196137

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (14W-16W) | 2X (18W-20W) | 3X (22W-24W)

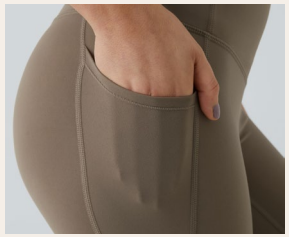
Product Details

- High waist design that offers support & comfort, without sacrificing on style.
- Featuring two side pockets for storing your essentials such as credit cards or other small items when you're on the go.
- No front seam at the crotch ensures zero camel toe.

Fabric & Care

- 85% Nylon and 15% Elastane
- Machine wash cold, do not dry clean, iron, and bleach







SoCinched High Waisted Tummy Control Side Pocket Shaping Training UltraSculpt Leggings

$31.47 | MSRP $44.95

SPUID: 180608

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (14W/16W) | 2X (18W/20W) | 3X (22W/24W)

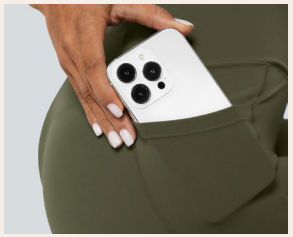
Product Details

- Feel held in and pumped in our new cool-touch 4 way stretch Power Magic fabric for greater comfort and full range of motion.
- Streamlined side and back seams perfecting your curves all around.

Fabric & Care

- 68% nylon and 32% elastane
- Machine wash cold, do not dry clean, iron, and bleach







Softlyzero™ Crossover Pocket Plain Leggings- UPF50+

$20.97 | MSRP $29.95

SPUID : 180975

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)

Product Details

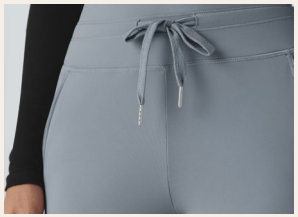
- A crossover waistband to show off your waist line.
- Featuring two side pockets for storing your essentials such as credit cards or other small items when you're on the go.

Fabric & Care

- 85% nylon and 15% elastane
- Machine wash cold, do not dry clean, iron, and bleach







Softlyzero™ Plush High Waisted Drawstring Side Pocket Plain Full Length Joggers

$27.97 | MSRP $39.95

SPUID: 180224

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (18W) | 2X (20W-22W) | 3X (24W-26W)

Product Details

- Adjustable drawstring for a personalized fit.
- Featuring two side pockets for storing your essentials such as credit cards or other small items when you're on the go.
- The zipper pocket inside the regular pocket keeps your valuables secure.

Fabric & Care

- 77% nylon and 23% elastane
- Machine wash cold, do not dry clean, iron, and bleach









High Waisted Button Side Flap Pocket Flare Casual Cargo Pants

$34.97 | MSRP $49.95

SPUID: 190137

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (18W) | 2X (20W-22W) | 3X (24W-26W) | 4X (28-30W)

Product Details

- High waist designs that offer support & comfort, without sacrificing on style.
- Featuring two side flap pockets for storing your essentials such as your phone, credit cards or other small items when you're on the go.

Fabric & Care

- 79% nylon and 21% elastane
- Machine wash cold, do not dry clean, iron, and bleach









High Waisted Button Multiple Pockets Straight Leg Casual Pants

$34.97 | MSRP $49.95

SPUID: 190733

XS (0-2) | S (4-6) | M (8-10) | L (12-14) | XL (16)
1X (14W/16W) | 2X (18W/20W) | 3X (22W/24W)

Product Details

- High waist designs that offer support & comfort, without sacrificing on style.
- Multiple pockets for easy storage.
- Breathable fabric made for both indoor and outdoor activities to keep you comfortable for movement.

Fabric & Care

- 79% nylon and 21% elastane
- Machine wash cold, do not dry clean, iron, and bleach

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