

To: Demetra Dias

Subject: Exclusive First Look: LoveShackFancy x Alo Yoga Collaboration

Hi Demetra:

I have been loving your fitness posts and how you make workouts seem fun and stylish! This is why I am excited to share with you our new LoveShackFancy x Alo Yoga collaboration. This is a limited edition activewear line incorporating colorful florals with Alo's comfortable fitness fabrics. The collab will include pastel workout sets, wrap cardigans and athletic dresses that can all be worn to class, the gym and hangouts with friends.

As the global fitness market is growing annually and the activewear market is projected to reach \$677 billion by 2030, we are excited to bring upon a unique fashionable fitness line.

Would you be interested in collaborating with us on this launch? You would be able to try the collection first and then share a video on your social media platforms showcasing the products. I will follow up with you next week to coordinate your personalized set.

Best,

Nahia Powell

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