

SORA

Brand Deck



we've made
the only towel
you need for
the adventures
you seek



Hi there.

At SORA, we work with artists around the globe to make hard-working yet beautifully simple solutions. Whether it is a multi-purpose towel made from recycled plastic bottles, or a reusable double-walled stainless steel water bottle, we believe that design and sustainability can go hand-in-hand.





A collaborative effort

Our collections are made in collaboration with artists that we admire around the world.

To date, we've worked with female artists from the Philippines, Great Britain, Sweden and Mexico. From digitally remastered prints of botanicals, to modern illustrations, to bold colors and abstract shapes, each collection is unique to its artist and their distinctive styles.

The SORA towel

LIFE ON THE GO

- Our towel is 78cm x 183cm, a little wider than your regular yoga towel, for extra coverage and space.
- It's lightweight, compact and portable; at just 20cm x 15cm when folded, fits perfectly in a regular sized tote.

WORKS AS HARD AS YOU DO

- Highly absorbent and fast-drying, to keep up with the active lifestyle you seek to live.
- Moisture activated grip, perfect for our yogi friends to stay grounded during practice.
- Sand repellent, so you can get up and go in no time at all.

WITH MOTHER NATURE IN MIND

- Made from post-consumer plastic, with each towel containing approximately 8 recycled plastic bottles.



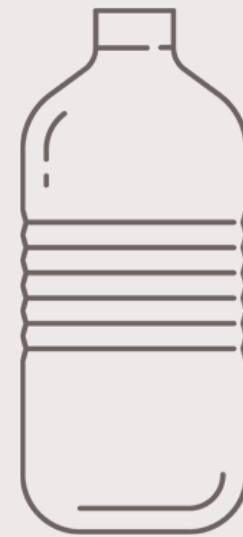
SORA

Our Fabric

The SORA towel is made from recycled post-consumer plastic with approximately 8 bottles in each towel. The fabric used has been certified by **Global Recycle Standard** ensuring that our product is made in an environmentally and socially responsible manner.



1. Plastic bottles are collected



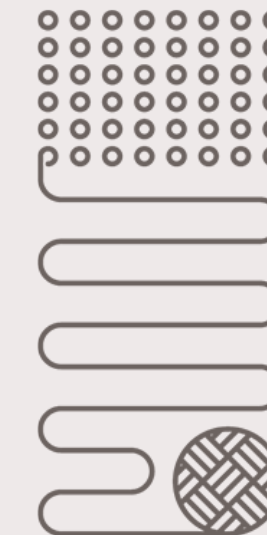
2. Labels and lids are removed



3. The bottles are washed and crushed into clean flakes



4. These flakes are dried and melted into pellets



5. The pellets are extruded into a yarn and made into fabric



6. Which finally becomes our SORA towel!

85% Recycled Polyester

15% Nylon

yoga • beach • adventure





The SORA bottle

WE'VE COME FULL CIRCLE

From creating towels out of recycled plastic bottles, to reducing the amount of plastic waste circulating in the environment.

- Double-walled stainless steel bottle
- Keeps hot for 12 hours
- Cold for 24 hours
- Bamboo lid
- Holds 500 ml

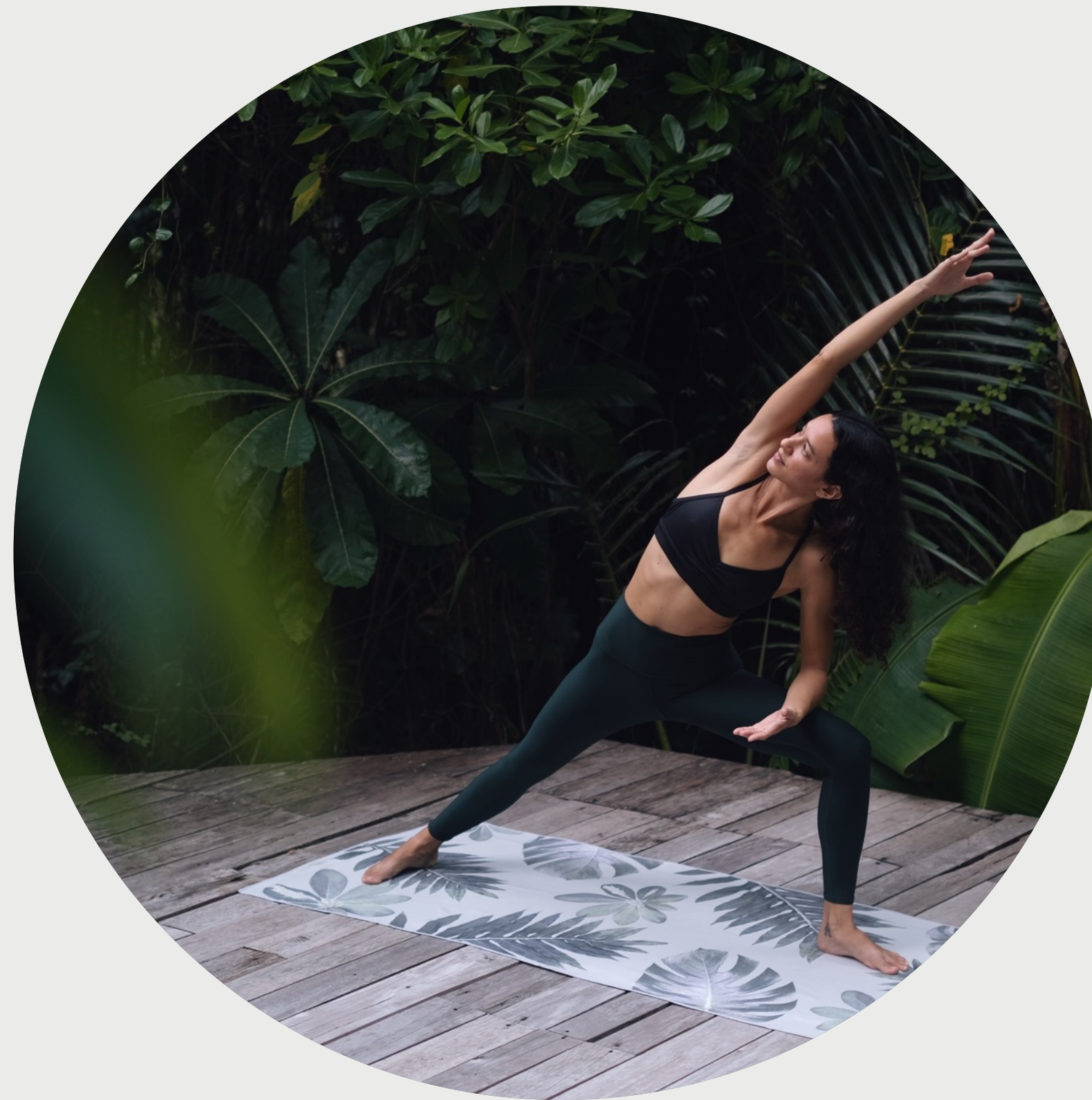




Have any questions? We're here to help.

Please contact hello@thesoralife.com
for any questions that we can help you
with. We look forward to hearing from
you!

To learn more about our brand and our
artist collaborations, please visit our
website www.thesoralife.com or
[@thesoralife](https://www.instagram.com/thesoralife).



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