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## **The Sweatbar, Offering Activewear for Women Who Seek Individuality and Style**

*Giving customers a curated selection of activewear options,  
The Sweatbar launches an active e-commerce platform for the  
discerning and active woman*

SAN FRANCISCO, CA – April 15 – [The Sweatbar](#), a San Francisco-based online activewear retailer, has launched online today. The Sweatbar offers customers a curated selection of activewear brands, offering a variety of unique luxury fitness options for the well dressed woman, in a vibrant shopping environment.

The Sweatbar stemmed from the need to find chic, fun activewear outside of the traditional brands that currently dominate the market. The Sweatbar brings together a highly selective selection of established and emerging brands for women looking for stylish and functional activewear that perform.

With an emphasis on style, colors, wearability, and versatility of pieces, The Sweatbar has options both for the most dedicated athlete to discerning women looking for chic day to day activewear: “All-day activewear for a life well-lived.” The selection ranges from traditional styles to more fashion forward options.

Brands offered include [Koral](#), [Vimmia](#), [Solow](#), [Michi](#), [Nux](#), [Body Glove](#), [Duskii](#), [Blue Life Fit](#), [Espalier](#), [L’Etoile Sport](#), [Prismsport](#), and more.

“We want to be the first thing you put on in the morning and the last thing you take off at night,” says industrious entrepreneur and fitness role model, founder Cheryl Baxter, who previous to The Sweatbar, was a mom who started her career in high-tech and finance.

### **About The Sweatbar:**

The Sweatbar is an e-commerce site selling fashionable, chic, and functional activewear for women on the go and athletes who seek stylish options to the traditional fare. The brand believes in “All-day activewear for a life well-lived;” with a selection ranging from affordable to luxury from both established and emerging designers. For more information, visit [www.thesweatbar.com](http://www.thesweatbar.com).

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