



MEDIA ADVISORY

Alo Yoga hosts exclusive pop-up at SMU

March 4, 2025

What:

Alo Yoga, a leading brand in luxury activewear and wellness, is hosting an exclusive pop-up experience at Southern Methodist University (SMU). Attendees will have the opportunity to explore their latest collections, participate in an invigorating outdoor yoga session and enjoy an exclusive SMU discount.

Why:

Alo's mission is to spread mindful movement, inspire wellness, and fostering community. This pop-up event offers students a unique opportunity to practice self-care, explore Alo's premium activewear and connect with like-minded individuals.

Who:

Open to all SMU students, faculty, and staff. Hosted by Alo Yoga.

When:

March 28, 2025

11 a.m. to 1 p.m.

Where:

Dallas Hall Lawn, SMU

6425 Boaz Lane, Dallas TX 75205

Contact:

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About Alo Yoga

Founded in Los Angeles in 2007, Alo Yoga is dedicated to spreading mindful movement and promoting wellness. At Alo Yoga, luxury meets performance. It's high quality, stylish designs make it the perfect brand for those who seek comfort and style. Alo Yoga is the brand choice of top celebrities and the world's best yogis.