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**Aventura’s New Adira Athleisure Collection Embodies Women’s Strength and Beauty**

Reno, NV – June 24, 2016 – Answering the call for fashionable, functional everyday wear, Aventura is introducing the Adira Collection, a new line of athleisure pieces, for Spring 2017. The Adira Collection combines organic cotton with technical fabrics and athletic styling for comfortable clothes that can be worn on bike rides to shopping around town, or for short hikes on local trails and yoga class.

Adira is an ancient word meaning majestic, strong and mighty. These words exemplify the Aventura woman and are reflected in every tank, dress and skort in the new collection. Beautiful prints with arabesque patterns and tonal stripes ensure these athletic-inspired pieces are a favorite for all day, everyday wear. Both the **Pearson Dress** (\$77) and **Avis Dress** (pictured right) have shorter hemlines, targeted seaming and an organic cotton, modal, spandex jersey blend that make them an easy option to throw on over workout clothes. Well-placed cutouts and straps make the organic cotton/modal blended **Pearson Tank** (pictured right) and organic cotton/poly **Verve Tank** (\$49) tops extremely comfortable and super bra-friendly.



*Avis Dress (back view) \$77  
Pearson Tank \$59*

“The Aventura woman lives an active lifestyle and needs her clothes to be easy to wear throughout the day,” states Tom Williamson, Vice President of Sales and Marketing at Aventura. “Adira was created for this modern woman with pieces that will make her feel confident and comfortable in her travels and in everything she does.”



*Kineta Skort Capri \$79  
Striped Kineta Skort \$72*

Aventura left no feature behind with useful details such as, cell-phone pockets, security zippers and rubber grippers on the **Kineta Skorts** (pictured left) and **Go Anywhere Shortie** (\$39). Additionally, the **Vita Short, Skirt and Capri** (\$69 - \$79) are made with quick dry fabrics for an easy transition piece that goes from the lake or hiking, to dinner and drinks at the local hot spot.

To learn more about Aventura, visit [aventuraclothing.com](http://aventuraclothing.com) or follow them on their social media channels [@aventuraclothing](https://www.instagram.com/aventuraclothing). Email Angie Houck at [angie@darbycommunications.com](mailto:angie@darbycommunications.com) for additional information.