



prAna opens its doors at The Point in El Segundo

Beaver and Pam Theodosakis started prAna in their Carlsbad garage more than 23 years ago in an effort to create sustainably made clothing designed for yoga or people with an active outdoor lifestyle. Since then, the company has expanded to seven stores, including a new location at The Point in El Segundo.

CEO Scott Kerslake, a former Hermosa Beach resident, said the company is about “trying to do good.”

“We’ve always sought to use the business to do good, to be a catalyst for change, whether it’s the materials that go into our products or where we source our products,” said Kerslake, who founded the company Athleta before moving to prAna. “When we come to a place like this, it’s very much about how can we give back and how can we be a really important member to the community.”

Manager Chris Baldwin said the clothing offered by prAna is sustainable and versatile and supports an active lifestyle for men and women. The store offers pants, sweaters, jackets, scarfs, ponchos and vests. But he said yogis are a big customer at prAna.

“We have tons of people involved in the creative process that helped design it, so actual yogis helped craft the product so it hits the basic needs of the consumer ... we have the people out there, telling us how they want it,” Baldwin said.

From partnering with local to international charities or donating a portion of proceeds during the holiday season to Outdoor Outreach, prAna continues to give back. The company has partnered with “ambassadors,” which is a small group enlisted to spread their “passion for adventure,” environmental issues and yoga.

The products can be found at their seven stores as well as REI locations and online at prana.com.