

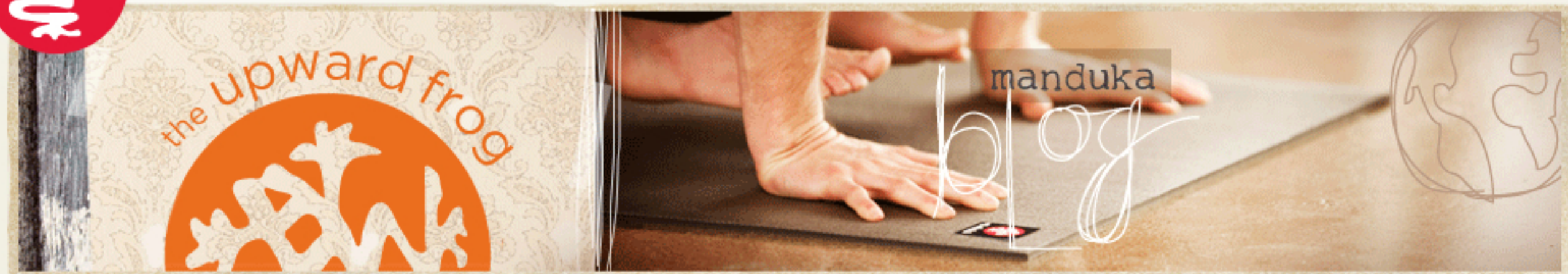


manduka

shop | community | mission | innovation | blog

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January 4th, 2012

Featured Retailer: Varsana Yoga Studio

Welcome to Varsana, a small Indian village not far from Delhi where everything breathes yoga; it's an eternal part of its inhabitants' daily life. Ourselves practitioners of Bhakti yoga, the yoga of devotion, we like to visit Varsana at least once a year to recharge our body, mind, and soul.

Three years ago, after one such pilgrimage, we decided to follow our hearts, give up our regular jobs, and start a gift shop selling Indian devotional items, cloths, and vegetarian snacks. What better name to choose then "Varsana"? Situated on the Prinsengracht canal between the Anne Frankhuis and the Westerstraat, where the famous organic Noordermarkt is held every Saturday, we soon built a circle of clients consisting of tourists as well as yoga enthusiasts.

Since our start in 2009, our cozy little shop in the old Amsterdam Jordaan district underwent many transformations. Since more and more of our clients started to ask for yoga mats and clothing, our collection gradually shifted more towards the yoga side, so that we may now boast the largest retail collection of yoga mats in the country. Extra long, extra light, or extra green? You name it; we have it on display. We are able to offer our clients careful advice on which mat suits them best, as well as more general support in their yoga lives based on our experience in India.

Next to the real life Varsana Yoga Store, we are active on Facebook and run a webshop at varsana.nl which offers a large collection of yoga products. Each article features an elaborate description of the type of product and its materials, enabling our customers to make the right choice. We strive to have all articles in stock and are usually able to mail out the next day. Combining ample choice with low mailing costs, our ambition is to become the most successful yoga web-shop in the Netherlands.

In order to serve our customers in the best possible way, our purchases are especially tailored to their needs. Searching for suppliers of high quality yoga items, we came across Manduka. We were overjoyed to hear that they were situated in Antwerp and immediately went for a meet & greet. It was a pleasure to get to know Lieve and Bruno and to see how they spent all their available time on Manduka Europe. Manduka stands for high quality yoga products that are friendly to the environment.

We therefore recommend Manduka for the more serious yoga practitioners among our customers. You are warmly invited to visit Varsana and experience yoga, whether you are a beginner exploring the market of yoga articles or an advanced yogi looking for the right product to cater to your needs. But why listen to us if you can hear what our customers say about our shop? Read it and judge for yourself! Varsana Yoga Store: for your body, mind, and soul.

The Varsana Yoga store is open 7 days a week. Check out www.varsana.nl for contact details and directions. (our website is in dutch)

Photos are taken by Lulu Lightning

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what does your Manduka help you #practice?

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Varsana Yoga Store



"It's a lovely and peaceful place to go and have a look or sit and have a nice cup of tea and watch the happy colors of the many interesting things you can buy here. When I'll get more time to start with yoga properly, Varsana will be the first place I'll go to get information about it! Go and have a look yourself! THEY WILL VARSANyogA YOU! ;)"
- Lulu - www.lululightning.com



Always friendly and ready to help - That is the spirit of the shop owners. I love to visit even if it is just for a quick chat.
- Peter Ohlenschlager - www.peterohlenschlager.nl

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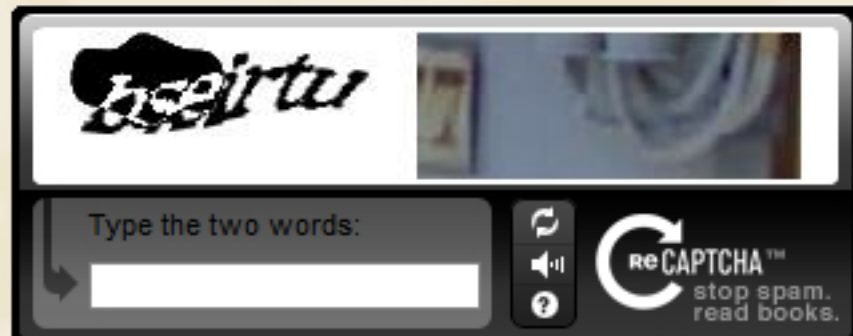
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