

The screenshot shows the top portion of a web browser displaying an article on The Wall Street Journal's website. The browser's address bar shows the URL: online.wsj.com/articles/the-new-trend-in-workout-fashion-1404425123. The page header includes the WSJ logo and navigation links for 'LIFE & CULTURE'. Below the header is a 'TOP STORIES IN LIFE & CULTURE' section with three featured articles: 'The Best Way to Make Up After Any Argum...', 'Alzheimer's Disease Fight Focuses on Pr...', and 'Soccer Does a Woman's Heart Good'. The main article is titled 'The New Trend in Workout Fashion' by ALEXA BRAZILIAN, updated on July 9, 2014. The article's sub-headline reads: 'As the line between ready-to-wear and activewear blurs, there are more ways than ever to look good while exercising and beyond'. A 'Popular Now' sidebar on the right lists two articles: 'Opinion: The Full-Time Scandal of Part-Time America' and 'For This Author, 10,000 Articles Is a Good Day's Work'. Social media sharing icons for Email, Print, and Comments are visible below the sub-headline.

This is a close-up screenshot of the article text. The first paragraph describes the author's social engagements and her brand 'Alaia for activewear', which features body-sculpting pieces in matte spandex. A quote is highlighted with a yellow circle: *'My friends who used to go have drinks now do Soul Cycle classes together.'* The following paragraph discusses the 'through-line' for this new active genre, noting that most brands are created by women with professional backgrounds in fashion. It mentions Karen Joyce, founder of Weargrace, who worked for Tom Ford at the Gucci Group before launching her label in 2012. The text continues to describe the ethos of Weargrace, which is influenced by yoga and ethnic hippie gear.

