

Meijer Debuts Sage & Sky, a Juniors Athleisure Line Built on Comfort and Everyday Value

New line brings trend-forward basics to one of apparel's fastest-growing categories, with prices starting at \$14

GRAND RAPIDS, Mich., Oct. 21, 2026 /[PRNewswire](#)/ -- Meijer announced the launch of Sage & Sky today, a new juniors athleisure brand built for workouts, hangouts and everything in between. The line mixes easy-to-wear basics including hoodies, tees, jackets and joggers — in soft fabrics and fresh colors designed to fit customers' daily routines. Sage & Sky is available now, exclusively at Meijer supercenters.

Sage & Sky offers soft, feel-good colors like pastels and creamy neutrals in a cozy palette. The collection is made for easy layers, everyday looks and fall-to-winter outfits customers can put on repeat. The new line reflects Meijer's commitment to everyday value, with tees for \$14, active bottoms at \$18 and fleece tops and bottoms priced at \$20 each — among the category's most competitive prices.

Activewear remains one of the fastest-growing categories in apparel, accounting for an estimated 35 percent of the overall clothing market, according to Circana. Within the category, junior sizes are growing the fastest, up 20 percent year over year.

"Sage & Sky gives customers the comfort and versatility they want from athleisure, paired with the fresh colors and cozy styling they're looking for this season," said Don Sanderson, Chief Merchandising & Marketing Officer. "We designed this collection to make it effortless for our customers to build comfortable, everyday outfits without compromising on value."

About Meijer: Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

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