

EKOUAER Wins Multiple Prestigious International Media Awards, Showcasing Brand Excellence



Shop Today As Seen On 2024

New York City, New York Mar 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - International lifestyle brand [EKOUAER](#) has garnered a series of heavyweight accolades and recommendations from global authoritative media outlets in 2024, thanks to its innovative designs and exceptional quality. These honors not only solidify its leadership in the fashion and lifestyle sectors but also highlight widespread recognition from consumers and industry experts alike.

Featured in Shop TODAY 2024 “AS SEEN ON” Annual List

Multiple [EKOUAER](#) products were selected for [Shop TODAY](#) 2024’s “AS SEEN ON” Annual Picks, a highly influential list curated by NBC’s TODAY show, spotlighting Amazon’s best-selling and top-rated items of the year. EKOUAER’s standout offerings, celebrated for their unique designs, premium comfort, and affordability, have become hot favorites for holiday gifting.

CNN Underscored “Editor’s Pick 2024”

EKOUAER’s Winter Loungewear Collection earned a coveted spot in CNN Underscored’s “Editor’s Favorite Winter Pajamas”* list. The editorial team praised its “ultra-soft, skin-friendly fabrics, chic minimalist tailoring, and thoughtful details that balance practicality with aesthetics,” dubbing it “the ultimate cozy companion for chilly seasons.”

Forbes “Best Beach Cover-Ups” Recognition

EKOUAER’s Beach Cover-Up Series was named one of the “Best Beach Cover-Ups”** in *[Forbes](#)’ annual roundup, hailed as a must-have for style-savvy travelers. Editors applauded its “lightweight, breathable fabric, versatile elegance, and seamless fusion of sun protection with runway-ready flair,” noting that it “redefines standards for resortwear.”

About EKOUAER

Founded in 2015, [EKOUAER](#) is a global fashion brand committed to delivering high-quality, comfort-focused sleepwear and loungewear. Leveraging proprietary fabric technologies for unparalleled softness, the brand has rapidly expanded its reach, serving millions of customers across 180+ countries. EKOUAER remains dedicated to enhancing everyday comfort, prioritizing designs that blend luxury, functionality, and timeless style to elevate the sleep and leisure experience.

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