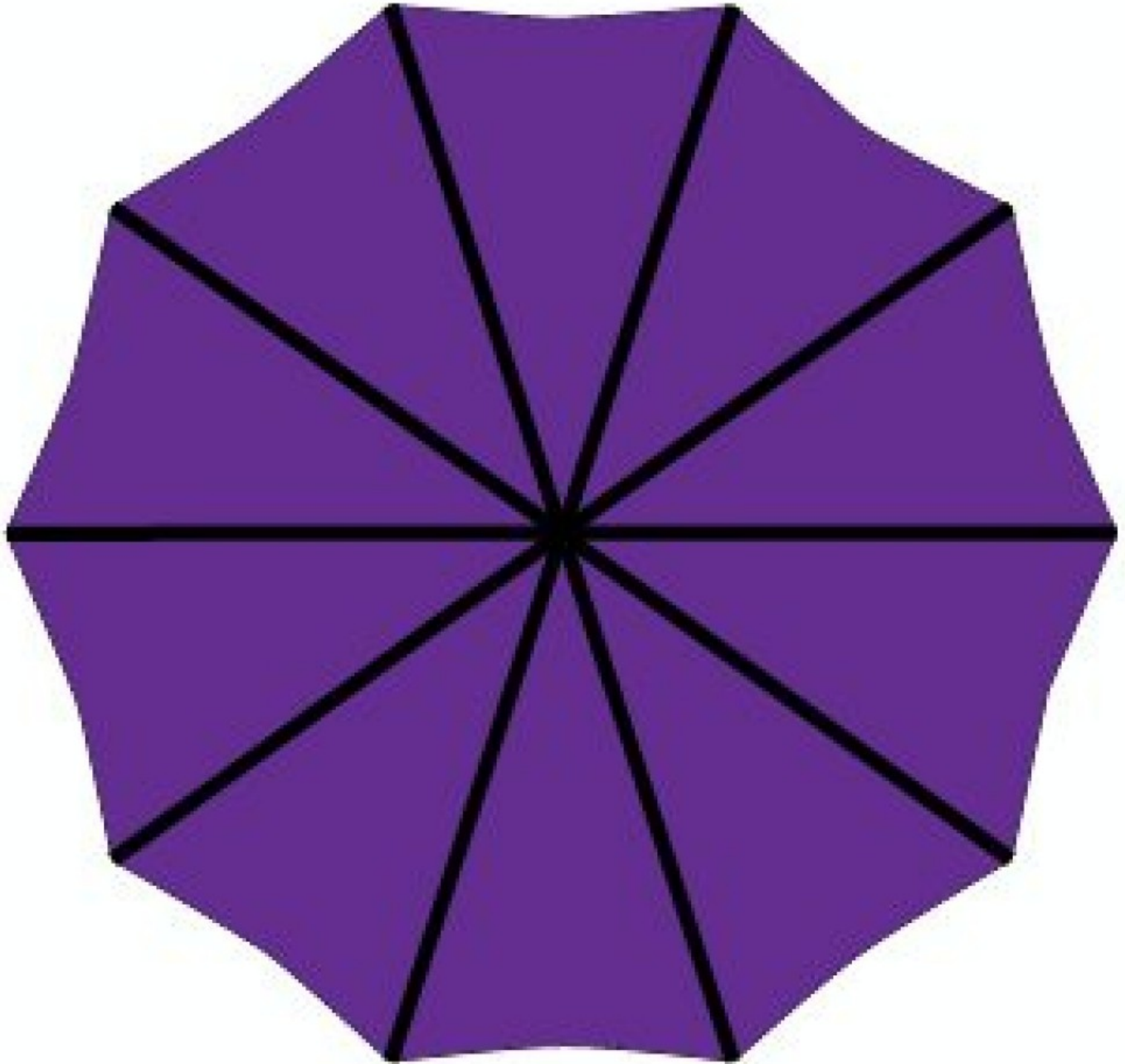


## Women Are Quietly Logging Off as Offline Rituals Rise

A Manhattan-based brand responds to a growing shift toward slower, more intentional routines.



**New York City, New York Apr 16, 2026 ([IssueWire.com](https://www.issuewire.com)) - Women Are Quietly Logging Off. A Manhattan Brand Is Building What Comes Next  
Shop Purple Umbrella Introduces “Offline Rituals” for an Always-On World**

A behavioral shift is taking hold across the United States. Sixty-four percent of Americans have

attempted a social media detox, according to Ai2People, while 34 percent of women report feeling addicted to social media, according to DemandSage, the highest rate of any demographic.

What is emerging is not a rejection of technology, but a recalibration. Across the country, women are opting for slower mornings, more intentional routines and time spent off-screen.

Shop Purple Umbrella was created in response to this shift.

Founded by a former business manager of a Madison Avenue physical therapy clinic and gym serving professional athletes, Olympians, Broadway performers and Wall Street executives, the brand is grounded in a clear observation: high performers treat recovery and self-care as essential infrastructure, not indulgence.

“I watched people at the top of their fields protect their routines without apology,” said the founder of Shop Purple Umbrella. “What struck me was how transferable that mindset is. You do not need to be an Olympian to benefit from having a ritual that brings you back to yourself.”

The Midtown Manhattan-based e-commerce brand translates that philosophy into a curated offering of cozy essentials, yoga and Pilates accessories, luxury soy candles and self care gifts designed for women navigating full, modern lives.

Among its newest releases is “The Offline Uniform,” a collection of literary zip-up hoodies embroidered with classic poetry, including William Wordsworth’s “The World Is Too Much With Us” and Emily Dickinson’s “I’m Nobody! Who Are You?” The pieces are designed to invite real-world interaction in environments where digital engagement has become the default.

The brand takes its name and spirit from the Led Zeppelin song “Livin’ Lovin’ Maid,” reflecting a perspective on wellness that is less about optimization and more about ease, identity and personal rhythm.

“As wellness has become more commercial, it has also become more prescriptive,” the founder added. “We are interested in something quieter. Less performance, more presence.”

Shop Purple Umbrella is available exclusively at <https://shoppurpleumbrella.com>.

### **About Shop Purple Umbrella**

Shop Purple Umbrella is a woman-owned e-commerce wellness brand based in Midtown Manhattan, New York City. The company curates cozy essentials, yoga accessories, luxury candles and self-care gifts for women seeking to build offline rituals in an online world. Its approach centers on accessible, thoughtful products that support everyday restoration of both body and mind.

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Source : Shop Purple Umbrella

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