

(SELF)

STARTER

POWER UP!

→ *Want to get more out of your next workout? What you wear could be the key.* BY SARA ANGLE

Your gym wardrobe may matter more than you think. A study by researchers at Northwestern University found that clothing influences us mentally as well as physically—a phenomenon they've termed "enclothed cognition." It turns out that your attention to an activity like exercise increases when you are wearing clothing designed for that task. And dressing in clothes you love gives you subconscious motivation that can boost performance, says Adam Galinsky, Ph.D., study coauthor. Consider this permission to think of shopping as part of your training. FOR MORE CUTE CLOTHES, TURN THE PAGE.



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STYLING: DANIA ORTIZ; HAIR: JASON MURILLO USING ORIBE; MAKEUP: ALLISON BROOKE FOR KEVIN AUCCOIN BEAUTY; MANICURE: RACHEL SHIM FOR ABTFCOM. SEE GET-IT GUIDE.