

# SPORTS APPAREL BRAND

Brand Strategy & Project Overview



## Wearing gym clothes

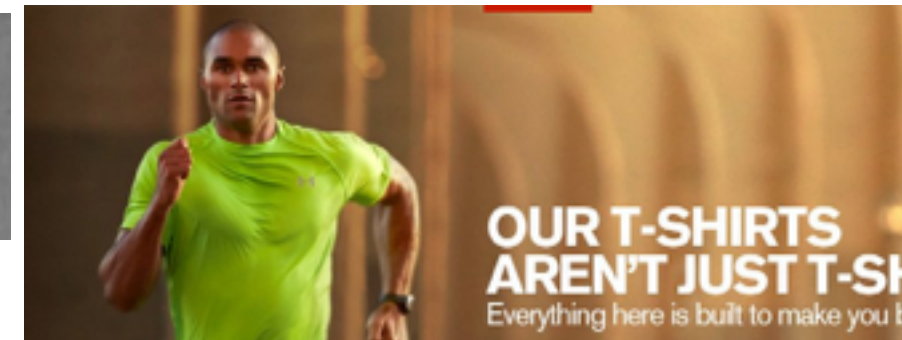
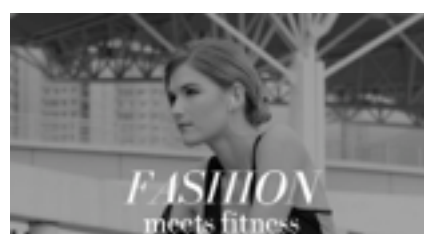
beyond the gym has never looked more appropriate. Indeed, in many of the world's style capitals, it's difficult not to notice the rise of the post-workout look.

Yoga pants are no longer restricted to yoga class; instead, they're worn with a fancy fur vest for lunch with friends or a visit to Wholefoods. Sporty moisture-wicking zip-up jackets are layered between wool coats and cashmere sweaters.

**The global sports apparel market — which includes women's activewear — is set to grow to \$178 billion by 2019**









**One of the biggest looks for spring 2014 is sports luxe, another fashion favourite that does the rounds.**

**It's not hard to see why. Sports-inspired clothing can be flexible, flattering and, unusually for fashion, comfy.**





**Consumers are loving activewear and the active lifestyle. *In fact, when asked about their 2014 New Year's resolution, consumers placed health and fitness as their number one resolution.***

## The India Scenario

- **Complete absence of pure active wear brands**
- **Lack of options in terms of fashion, technology or styling**
- **Currently limited to standard sports wear brands such as nike, addidas, reebok etc.**



Nike



Nike



*example: a quick snapshot on myntra shows standard brands with highly limited offerings*

**The Consumer**

**wearing sports  
wear also signals a  
certain lifestyle  
choice**

**trends across men & women:  
growing  
awareness and the  
need to be  
physically active &  
fit**

**social conformity:  
being fit is in**

**acceptance of  
sports wear  
outside the gym or  
the studio**

**fitness + fashion**

**as sports wear  
moves out of the  
gym and the studio  
it is used for other  
activities & a need  
for fashion**



A new category

# ACTIVE WEAR

## Sports + Fashion





portunity

AN ACTIVE  
WEAR BRAND  
THAT BRINGS INDIA  
THE CUTTING EDGE  
IN TECHNOLOGY  
WITH THE LATEST  
TRENDS IN FASHION



## The Approach

**START WITH A FOCUS ON GYM WEAR  
TO CREATE THE BRAND LAUNCH**

**EXPAND THE PRODUCT CATEGORIES  
OVER A PERIOD OF TIME**





**YOUNG. FOCUSSED.  
FASHIONABLE**



Value Proposition



FASHION meets PERFORMANCE





Brand Promise



Sports wear that  
makes you look  
good anywhere  
and perform  
better anytime

Core Idea

look good.

feel good.

do better.



## Naming Route

should connote the personality:

young / trendy /  
fashionable