

SPORTS APPAREL BRAND

Brand Strategy & Project Overview



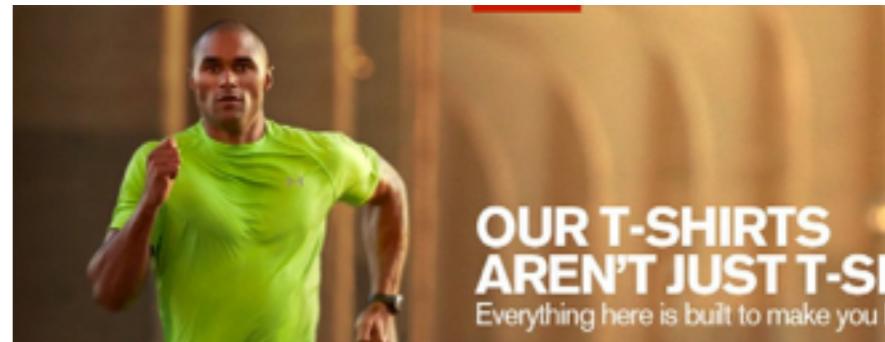
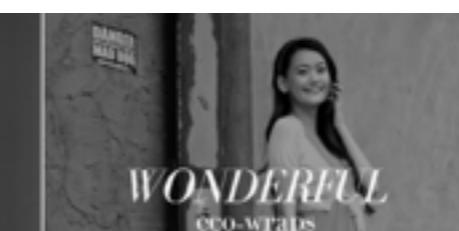
Wearing gym clothes beyond the gym has never looked more appropriate. Indeed, in many of the world's style capitals, it's difficult not to notice the rise of the post-workout look.

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介乎 between wool coats and sports apparel market — which includes women's activewear — is set to grow to \$178 billion by 2019





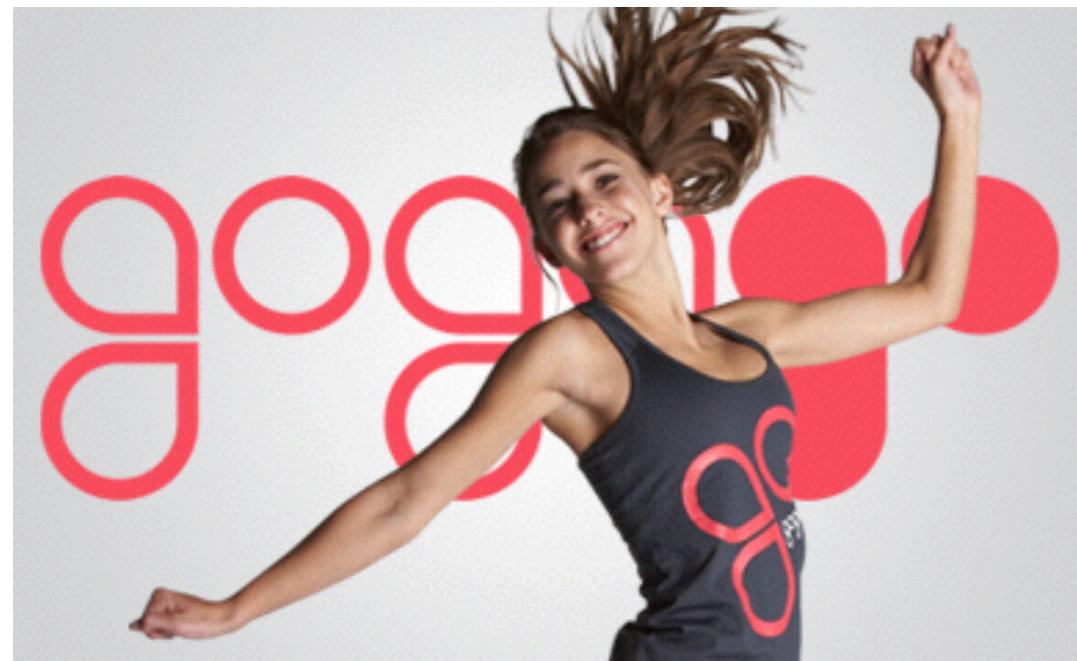
RUN
Summer





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.*



Nike



Nike

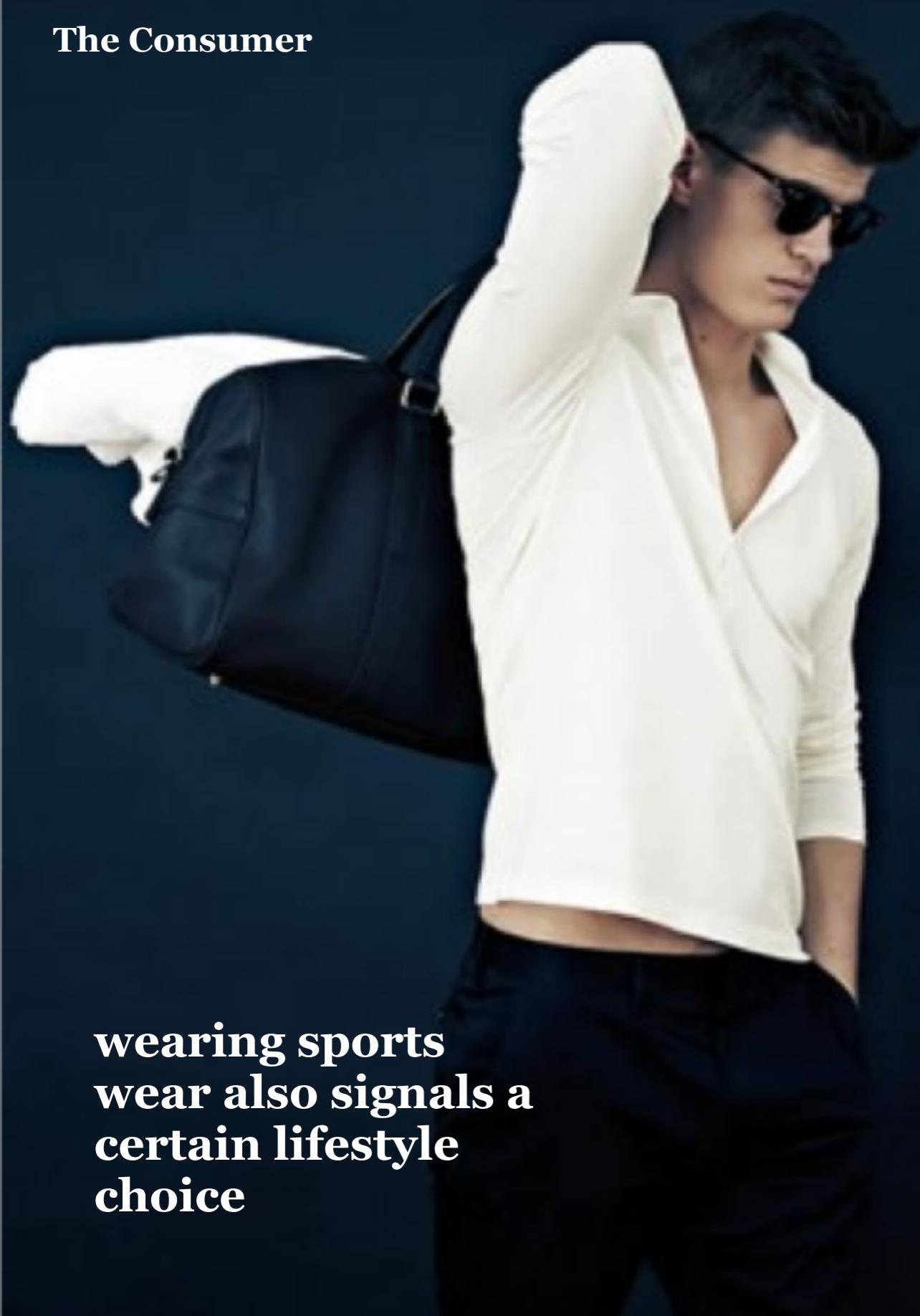


example: a quick snapshot on myntra shows standard brands with highly limited offerings

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.**

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

ACTIVEWEAR

Sports + Fashion

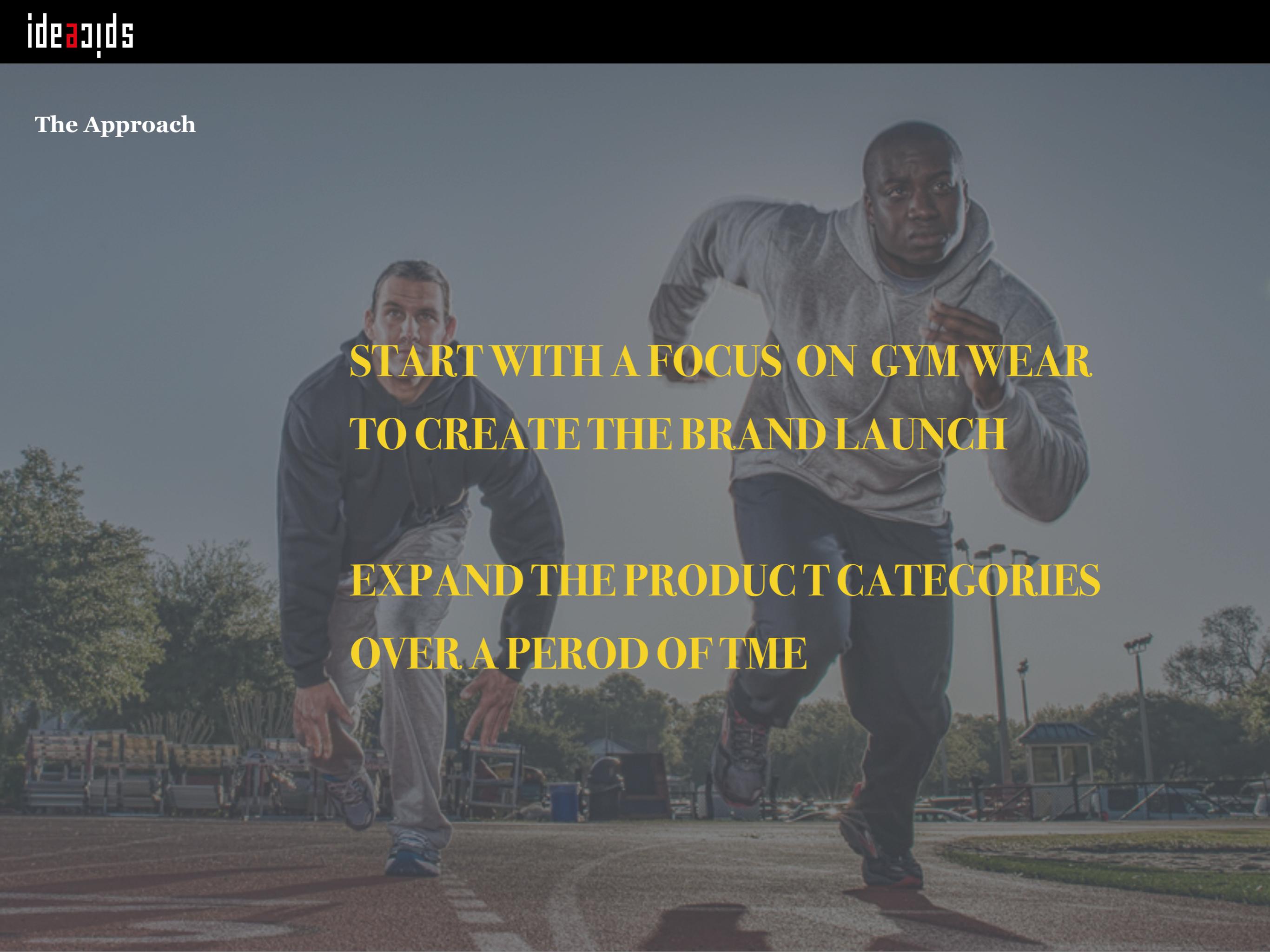


portunity



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

The Approach

A photograph of two men in athletic gear running on a track. The man on the left is white and the man on the right is Black. They are both wearing grey hoodies and dark pants, in mid-stride. The background shows a track and field stadium with trees and lights.

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

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

A close-up photograph of a man's face and upper body. He is wearing a light grey zip-up hoodie and a white beanie. He is looking down and to his right with a serious expression. The background is a plain, light color.

YOUNG. FOCUSSED.
FASHIONABLE

Value Proposition

A composite image featuring two women in athletic attire. The woman on the left is captured in a dynamic, low-angle pose, wearing a pink and black sports bra and black leggings. The woman on the right is in a mid-air kick pose, wearing a red tank top, a black jacket, and grey leggings. They are set against a solid purple background.

FASHION meets PERFORMANCE

A woman with dark hair and glasses is shown from the waist up, performing a side stretch on a sandy beach. She is wearing a light blue tank top and red shorts. Her arms are raised, and her legs are bent at the knees. The background shows a clear blue sky and ocean waves.

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