

WickedFit - An Athleisure Brand

Honors Thesis

**Presented in Partial Fulfillment of the Requirements
For the Degree of Bachelor of Arts in Art -Graphic Design Concentration**

In the College of Art and Sciences
at Salem State University

By

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Commonwealth Honors Program
Salem State University
2020

Abstract

Athleisure is a style of clothing that has a growing influence in American modern fashion as a result of its functionality and aesthetic. People from the East Coast are generally high career-driven yet health-conscious and fashion-forward. According to Gallup Healthways State of American Well-Being research, Boston is ranked number one in active living environment. We are constantly on the go and prioritize living a healthy lifestyle. Thus there is a high demand in fashion styles like athleisure, which can provide looks, quality and comfort at the same time. The objective of this project is to build the brand from market research and develop a cohesive brand identity.

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WickedFit Creative Brief

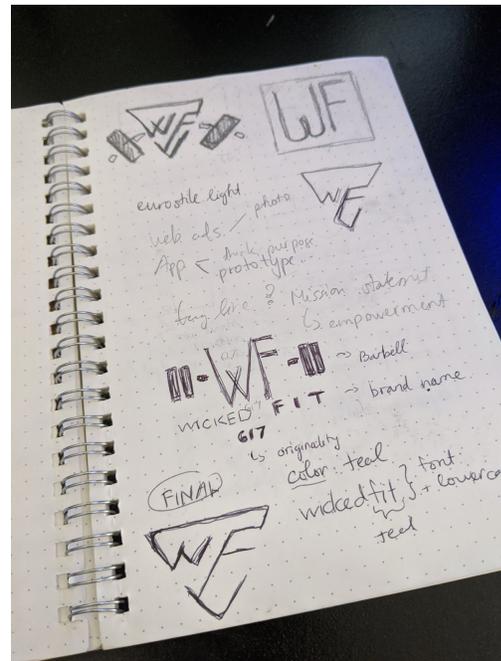
CLIENT	
PROJECT NAME	A New Athleisure Brand
BRAND	WickedFit
PRODUCT	Athleisure Clothing
	Lifestyle Clothing
CONTACT INFO	NAME: WickedFit
	EMAIL: wickedfitapparel@gmail.com
DATE: 03/03/2020	AUTHOR: DUYEN TRAN

PROJECT
PURPOSE <i>why are you doing this?</i>
<ul style="list-style-type: none"> - There are several big athleisure brands such as Lululemon, Gymshark, Alphalete that provide comfort, fashion and functionality that active people desire. There is a high demand in athleisure wear from consumers in the East Coast, or New England specifically.
The WHY? <i>What is the ultimate impact you are hoping to make?</i>
<ul style="list-style-type: none"> - To make WickedFit a reliable athleisure e-tailer that fits the lifestyle of the people from the East Coast. We aim to not only focus on the clothes themselves, but to create a brand that acknowledges the busy life of the people here. I want our consumers to feel good and look good putting on WickedFit. We hope to create the same impact of similar brands like Alphalete and Gymshark to the fitness industry: to inspire, empower and motivate through the brand. The brand's mission is to bring real consumer values.

ELEMENTS	
<i>What are the fundamental components of the project?</i>	
Stats	<ul style="list-style-type: none"> - Activewear accounted for 17% of the apparel market last year. Activewear sales have increased 20% since 2000. - Millennial activewear shoppers are 76% more likely to shop online for deals. - 93% of consumers purchase and wear fitness clothing for activities other than exercising.
Facts & Figures	<p>Millennial Activewear Audience Stats</p> <p>Women 60% Men 40%</p> <p>\$100K 25-34</p>

- This generation (Gen Y) has strong purchasing power, accounting for 24.5% of US population.
- Although the market target on active consumers, there is opportunity for growth in fitness clothing industry with respect to non-active consumers (because of non-active consumers purchase athleisure for different purposes)
- "Fitness clothing is adopted as a symbol for an active lifestyle and as a casual yet fashionable daily wear"
- Consumer values of fitness clothing found in a study included: self-esteem, social recognition, security, freedom, accomplishment, physical well-being and happiness.

Logo





wickedfit

Images

Similar brand looks:



OBJECTIVE

What does the project work to achieve?

- To create a well-developed brand that has the ability to succeed in the real market.

TARGET AUDIENCE

PROJECT TARGET | *who are we trying to reach?*

- Design and marketing team. Also potential business partners and investors.

BRAND TARGET | *who does the brand speak to?*

- Active people who exercise regularly, as well as people who simply desire more functionality from their wardrobes. My primary target audience is millennials, or generation Y from 25-39 years old. I want to reach the audience primarily through online access: website, social media, online ads.

ATTITUDE

PROJECT TONE | *what traits are we trying convey?*

- Modern, millennial-target
- Empowering

BRAND PERSONALITY | *what characteristics define the brand?*

- Functional
- Simplistic
- High quality
- Well-being focus
- Confidence boosting

MESSAGE

THE TAKEAWAY | *what is the key idea to be remembered?*

- The key marketing value of the brand is not only on the clothes. According to MEC elements obtained for fitness clothing, aesthetics is the most valuable attribute. Aesthetic was ranked higher than price, durability and even performance. "51% millennial activewear shoppers are 51% more likely to strongly agree that they are willing to spend more than they can afford to get the clothes that they want" (Bailis of MultiChannelMerchant). Therefore, WickedFit needs to be invested in aesthetics of our products, as well as high quality, in order to convince millennials to invest in high-end products for them to be long-lasting and sweat-wicking.

TAG LINE | *prepared copy, key words, or theme*

- Look good, feel better

FURTHERMORE

include any additional critical information

Links for research:

<https://www.bostonmagazine.com/health/2016/10/12/active-living/>
<https://www.hitwise.com/en/articles/millennials-love-activewear/>
[http://info.healthways.com/hubfs/Gallup-Healthways State of American Well-Being 2015 Community Imp act vFINAL.pdf?t=1476214532803](http://info.healthways.com/hubfs/Gallup-Healthways%20State%20of%20American%20Well-Being%202015%20Community%20Impact%20vFINAL.pdf?t=1476214532803)
<https://www.veeqo.com/us/blog/alphalete-ecommerce-teardown>
<https://pdfs.semanticscholar.org/89be/82f5c5afcb4a1b484a907b1fb63d3143da94.pdf>

Brand Visual Identity



#FFFFFF

#575757

#5BBFBA



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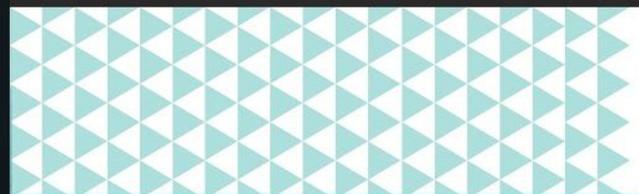
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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logo Variants



"Look-and-feel"



Look good
Feel better

