

**New York City College of Technology
Business and Technology of Fashion**

Department of Business

Course: BUF 2400, Product Development in the Fashion Industry
Professor Jackson

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Chapter 3: Creative Product Development Exercise

Step 1: Product



This product is a pair of Muay Thai boxing shorts with a “Old School Hip Hop” print across the entirety of the shorts. This product is designed for Muay Thai kickboxing training and competition, as well as casual wear.

Step 2: Consumer analysis

The intended target market for this product is directed towards a distinct niche group of individuals who are active in the fight community. Muay Thai is an ancient art of Thai boxing which focuses on the art of eight limbs “Hands”, Elbows, Knees, Shins”. The sport had been popularized in the world of mixed martial arts and in recent years has been gaining popularity in mainstream media, particularly in the combat sports community. The specific generational cohort group that this item caters to is anyone who is active in the world of combat sports or just fitness in general. The age range for this product is extremely widespread and can range anywhere from 15-60, men and women included. The world of combat sports has grown significantly in recent years and with the popularization of the UFC and various other fighting promotions more and more people are getting involved in this world of self-defense training. Although Muay Thai itself isn't at a huge level of popularity, I certainly see it growing in the years to come. I see this as an opportunity to combine the worlds of apparel and fashion into the Fight community.

Step 3 : Market Activation:

Marketing this product shouldn't be that big of a concern, Social Media is the information highway of today's generation. With platforms like Instagram, TikTok, YouTube etc. people can view promotion for these products anytime, anywhere at the palm of their hands. The individuals who I would want to market these shorts are professional MMA and Muay Thai fighters. These fighters have tons and tons of followers and supporters who would definitely be willing to purchase these products if recommended to them by their favorite fighters. I would consider utilizing Instagram advertisements that showcase the shorts with Hip Hop music playing in the background, I feel as if the music itself would certainly draw attention to the product considering Hip Hop is the number one genre of music that drives popular culture.

