



SINCE 1989

SELILGE

WITH YOU, ONLY YOU

APPAREL

DESIGN

SPORTS BRAS

BRAND IMAGE MARKETING [BUF 3500]
PROFESSOR BOLTON
GISELLE LEON

SELILGE *INC.* *ABOUT US*



In 1989, Selilge was launched as an athletic sports bra brand for women. The brand was inspired by women for women as goddess of victory and the beauty of being a woman. The iconic brand logo design was inspired by the independence of body, freedom, and voice in a woman.

WITH YOU. ONLY YOU

DESIGN

SPORTS BRA





OUR VALUES

Selilge is committed to understanding the needs of its athletes as it continues to provide them with the safety and tools that women need to succeed. The brand is a community of women who believe in the power of individuality, diversity, equity, and inclusion as part of its community.

The brand is a community of women who believe in the power of individuality, diversity, equity, and inclusion as part of its community. As it aims to create products that are better for athletes and better for the planet. The company seeks to minimize its impact on the planet by reducing waste, conserving resources, and adopting sustainability practices throughout its supply chain.

WITH YOU. ONLY YOU

DESIGN

SPORTS BRA

SELILGE *INC.*



WITH YOU, ONLY YOU

VISION

We focus essentially on designing athletic sports bras with light support that gives the gentle hold with plenty of freedom and's great for low-impact workouts our all-day comfort.

STRATEGY

By its sweat-wicking, It adapts the material to a quick recovery of its shape so women can feel comfortable. And when it's time to change, a minimal silhouette with widened armholes makes getting in and out for women feel like a breeze. The bras are designed with a scoop neckline; pullover style, and logo at the front with a low-impact sports bra ideal for yoga, pilates, and lounging.

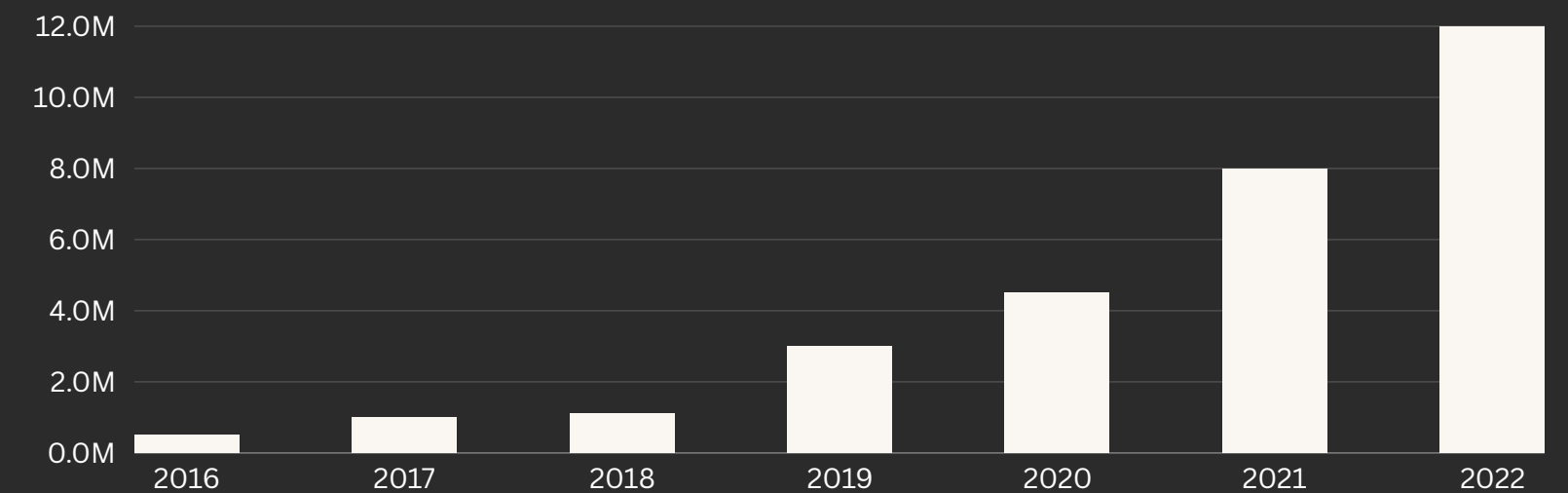
DESIGN

SPORTS BRA



PERFORMANCE

The brand experienced rapid growth during 2019, as it was fueled with innovative designs and strategic marketing. Its passion pursues excellence in everything it does, from product design and manufacturing to customer service and corporate governance.



WOMEN'S SWOOSH LIGHT-SUPPORT NON-PADDED SPORTS BRA



Low Impact Workout



3 Different Colors



Matches Your Personality



4 Exclusive Fabrics

DISCOVERY AND BRAND ALIGNMENT

Made with a shell and lining of polyester and spandex that is a Dri-Fit technology that moves sweat away from the skin for quicker evaporation as it helps women stay dry and comfortable. It is a machine-washed product for the perfect balance of coverage.

CONCEPTUALIZATION AND IDEATION

The company sets high standards for quality, performance, and integrity, and it continues striving to exceed expectations and deliver superior value to its customers. The company began endorsing deals as it focused on small-chested women. Through the last couple of years, the brand has placed a greeted emphasis on sustainability and social responsibility.

WITH YOU. ONLY YOU

DESIGN

SPORTS BRA

SELILGE INC.



APPAREL



SELILGE'S SPORTSWEAR CHILL KNIT



Low Impact Workout



5 Different Colors



Matches Your Personality



3 Exclusive Fabrics

DISCOVERY AND BRAND ALIGNMENT

With a light support that gives a gentle hold with plenty of freedom. An adjustable halter strap and back strap that allows the customer to personalize their fit. Furthermore, it is a machine wash, 85% polyester, 12% nylon, 3% spandex with an 80% elastic and a 20% nylon spandex. The new style has become an epic success through its variation of new colors and sizes.

CONCEPTUALIZATION AND IDEATION

A women's light-support non-padded bra provides the satisfaction of comfortability on all levels. With a gentle hold of sporty detailing, including straps, that can be customized by the customers to fit with a look ready for a sidewalk or studio.

WITH YOU. ONLY YOU

DESIGN

SPORTS BRA

SELILGE *INC.*

WHO WE ARE?



RESSE MILLER

There's an intimate connection between me and every garment I create. I pour my creativity, passion, and attention to detail into each stitch. It's more than just a job.

WITH YOU. ONLY YOU



HANNAH MORALES

Fashion sports designers typically possess a strong understanding of both fashion design principles and the technical requirements of sports apparel, such as moisture-wicking fabrics, ergonomic construction, and durability..

DESIGN



LORNA ALVARADO

My work combines elements of fashion with functionality, focusing on performance, comfort, and style. I play a crucial role in shaping the intersection of fashion and sports, creating products that not only perform well but also make a statement on and off the field.

SPORTS BRA

SELILGE *INC.*



BE YOU. WITH YOU

SELILGE.COM



SELILGE



SELILGE

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