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Merchandising, Planning & Buying Project:Outline

The term athleisure is a play on the words athletic and leisure. The two words together describe a lifestyle of being athletic, fit and sometimes health conscious; as well as enjoying downtime and enjoying leisure activities. Athleisure is said to have started with the brand Lululemon.

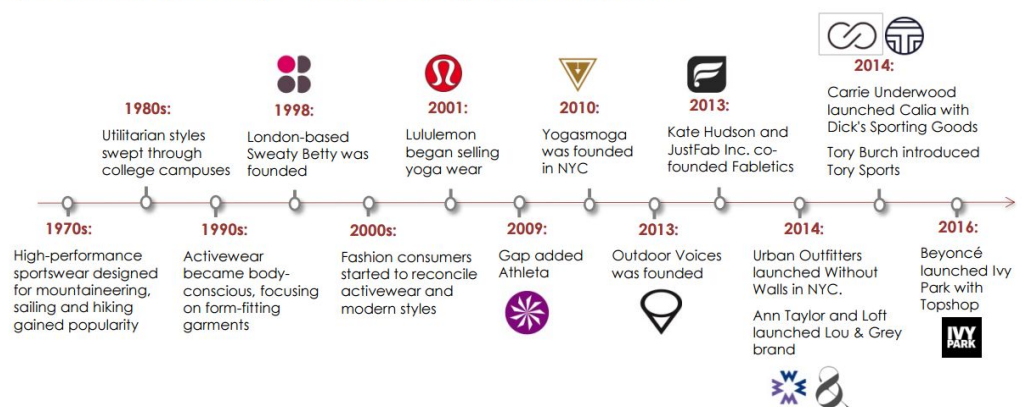


Lululemon started off as design studio by day and yoga studio by night. Two years later Lululemon introduced its first standalone store in Vancouver, Canada (Lululemon.com). Lululemon sold technical gear for men and women that could withstand different athletic lifestyles. They created yoga pants that would not chafe, flat stitching and fabrics that wick away

moisture, so the wearer won't smell after working out (Wilson,2018). This technology in the clothing made it easier to transition from the gym to the street without having to carry a gym bag with a change of clothes. This technology allowed Lululemon to markup their products at higher price points. These higher price points helped to establish the Lululemon customer. Lululemon showed that there was an opportunity in the market for good looking, technical but practical workout gear, and they capitalized on that market.

In the late 2010's retailers began to notice the buzz around Lululemon and good looking athletic wear. Consumers wanted to gain the prestige behind having Lululemon yoga pants and no longer cared so much about the technical aspect of the merchandise, but this prestige came with a hefty price tag. Retailers noticed a shift in trends, they decided to take some of Lululemon's market share and began making their own versions of "athleisure" at lower price points. Today brands all over the world high and low are producing more athleisure merchandise. Athleisure was thought to be just a trend for a season or two, but it's become so widespread and seems like it is here to stay for the long run.

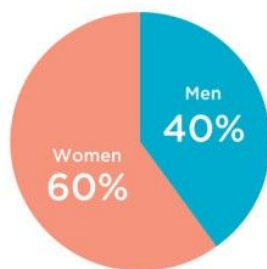
Figure 1. Timeline of the Emergence of More Casual Style of Dress and Athleisure



Source: Company reports/Fung Global Retail & Technology

Known for being a very versatile in uses, athleisure wear has become very popular since its start in the 1980s and has come a long way from being a trend. Athleisure wear has become such a large market. According to Forbes list, It has a estimated market size of 44 billion in the US alone. Research firm NPD Group noticed that apparel sales, as a whole, increased 2% year-on-year in 2015 and the rise in activewear sales was a whopping 16%. They also added that If this category is excluded, the total clothing sales would have declined 2%. NPD's Morgan Stanley has predicted a growth in the future market to \$83 billion by 2020, stealing the market share from non-athletic apparel. Because athleisure wear isn't just for athletes, major retailers such as GAP, Topshop, H&M, Forever 21, etc took advantage of the growing trend to reach out to their demographic using celebrities and social media as promotion. It became popular by every demographic mostly millennials.

Millennial Activewear Audience Stats



Men vs. women



\$100K

100k + salary per year

25-34



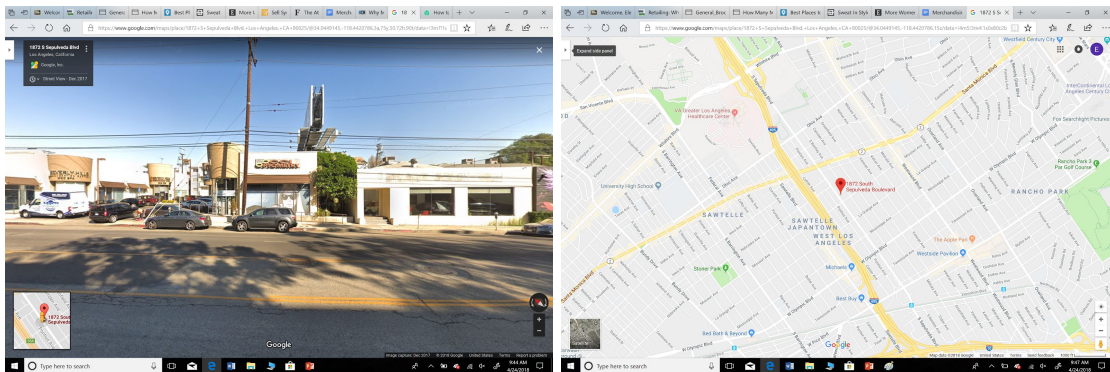
Aged 25 - 34

Source: Hitwise, a division of Connexity

Forbes list also stated that millennials are the largest demographic in the U.S. comprising 28% of the population,” Their increased health consciousness, and a cultural shift in the workplace, has made it more acceptable to wear sneakers and sweatpants to the office.

Furthermore, as per a Harris poll, 72% of millennials prefer to spend their money on experiences” based on year 2016. According to NPD athleisure wear in 2018 leisure styles surged 17% last year to \$9.6 billion in sales, sales of performance apparel tumbled 10% to \$7.4 billion, not including sneakers being associated with athleisure wear which is 19.6 billion as of 2017.

Our Athleisure store: The One, is located at 1872 S Sepulveda Boulevard, Los Angeles California 90025. This location is perfect real estate because it is situated right across from a fitness club. It is also within driving distance from several parks: Los Angeles National Veterans Park, Stoner Park, and located in the next zip code over is the sprawling campus of UCLA, where a large part of our target market is located.



The reason we chose Los Angeles is because of the explosion of athleisure since the turn of the century. You can walk down any block within any big city in the United States and see people walking around in their gym clothes. Los Angeles is no exception especially with the large amounts of fashion influencers and celebrities, like the Kardashians and even the Hadid sisters casually sporting their gym looks out on the street. This would be a great place for our brand to flourish, as we sit almost directly in the middle of a triad of other athleisure stores in the

city of L.A. We would be able to tap into this unrecognized market and be able to pull in more customers with our stylish yet affordable line of athleisure wear.

Our store is located in West Los Angeles, which is also called Sawtelle Japantown, has a very large east asian influence with many Japanese shops and restaurants. East asian fashion is heavily influenced by athleisure wear brands like Adidas being, who is very successful in places like South Korea, and an up and comer in the athleisure market, Japanese brand Uniqlo, with stores in almost every big city in the world, including Los Angeles. This is the perfect place for our brand to flourish.

Change is all around and ever constant, influencing the seasons trends. Innovative and novel textiles have emerged, providing new materials for old recipes. At The One, we will merchandise mostly athleisure but other wear such as yoga and workout, will also be sold to provide a wider variety. This includes tanks, sweat suits- tops, bottoms, both- shorts, accessories (bags, scrunchies, tools), socks, sneakers, yoga wear and workout wear. All looks will encompass heavy aesthetics. They should function as well as they look. New products will incorporate new textiles which will give “added bonuses” to our products, as well as solve problems associated with this category of apparel. These include vents, anti-chafing coatings, conductive fibers, etc.



Sustainability is also a trending theme. Some recycled textiles and materials will be used. Taking a page from our rival Adidas, we expect to incorporate 25% recycled materials in all our apparel. Colors will include simple and neutral (whites, blacks, greys, etc.) as well as upcoming, fashion forward palettes, forecasted on current and future trends. Palette forecasting comes from ISPO (Textile Trends). Here are the color trends for the upcoming seasons (2019-2020)



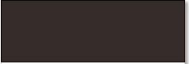







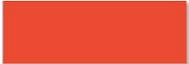

Color Card

Color is crucial for the season, from the blazing seasonal bestsellers through to an enlivening new selection of tones from the unique satellite color palettes. There is a need for uplifting, enlightenment and a new positivity. The use of color isn't just a case of injecting the bolder newcomers in full, it is about understanding the mood and creating new combinations that will deliver to all sectors.

ISPO TEXTRENDS' CORE color palette continues in strength, enhanced and reenergized through the inclusion of turning up the primary tones that feature in the bestselling sportswear tones, that many regard as the pinnacle of each year's collection. This season also sees a bolder use of neutral hues offering a sharper delivery that compliments the satellite color palettes.

The color data provided is inspired by elements ranging from organic and natural through to new ideas as well as reworking past Eureka moments. Make the most of this season's color palettes in engaging and energizing the final look.

Color Palette Fall/Winter 2019/20 Fall/Winter 19/20 Core

 19-0915 TPX	 19-1557 TPX	 WHITE	 18-3945 TPX	 18-0452 TPX
 16-1304 TPX	 16-1448TPX	 19-3910 TPX	 18-1561 TPX	 13-0858 TPX

References

Wilson,C. (2018). Why the word “athleisure” is completely misunderstood. *Forbes*. Retrieved from:

<https://www.forbes.com/sites/chipwilson/2018/04/18/why-the-word-athleisure-is-completely-misunderstood/#1752be504697>