



VITALITY ATHLETICS

*Gear Up!!*



## **Team Profile**

Arisleidy Sanchez will bring her excellence in visual marketing, along with her knowledge of store logistics to Vitality Athletics. At Vitality Athletics, Arisleidy is the research and development leader, in charge of exploring new techniques to create products that are not only functional, but also fashionable. As research and development leader, her goals are to provide customers who value running in their everyday lives with functional and stylish pieces. Driven by her excellence in marketing research, product development, and visual marketing, she takes pride in working with her team to provide customers with great quality and long-lasting clothing.



Andre Caliman is a first generation graduate from City Tech with a Bachelor's in Business and Technology of Fashion, a designer, has prior experience as a general merchandise manager as well as a logistics manager for Target. He brings his excellent illustration skills along with his knowledge of logistics to the team here at Vitality Athletics. Here at Vitality Athletics he is the creative director and is responsible for the designs that our

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customers will find essential, working with the research and development leader Arisleidy to get the perfect match of functionality and style in order to provide our customers with not only a functional piece but a stylish one. Aside from designing the pieces, he also manages the time frame for our company in house. Lastly, he also works side by side with the logistics leader, Isis, in order to figure out how we can meet realistic deadlines with the given resources at hand and plan around what she says is plausible. As a team, they are able to create garments by transforming the textiles to fully fledged pieces, then into the company's hands and onto the body of the customers. At Vitality Athletics, we value quality clothing that functions and is built to last, we are no fast fashion brand; we're here to make your clothes last and your good looks last as well.



Isis Young, is the logistics leader of Vitality Athletics. As a logistics leader, she is in charge of developing and maintaining new hires, setting departmental goals, and constantly developing innovative solutions, to optimize the supply chain strategy. At times appearing stern, she is a friendly, optimistic, knowledgeable, business oriented, and reputable worker. Isis possesses an MBA (Masters in Business Administration), a Baccalaureate in the Business of Science, and two Associates, one of the Arts, and the other in Business of Science. Isis's colorful college background deems her as not only highly regarded, but well established. She specializes in Marketing, Market Research, Trend Forecasting, Selling, Advertising, Visual Marketing and Merchandising, Creative Design, Creative Writing, and E-Commerce.

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## **Abstract:**

Vitality Athletics, a Brooklyn based company, is all about providing high-end quality and functionable athletic gear for those who value physical activities such as running, walking, and hiking in their everyday lives. Athletic wear has been seen on people all throughout New York City, and has become a staple look for many New Yorkers. At Vitality Athletics, the team provides consumers with not only functionable pieces, but fashionable as well. With that being said, the team working behind Vitality Athletics provides consumers with high quality products that are designed in house and outsourced using our business partners that turn textiles into finished products. There are color and fabric swatches included in our illustrations in which correlates with the fashion forecasts for the season. Vitality Athletics values our consumers which is why we provide products that utilize the best hues and fabrics for each season along with a wide variety in sizes for our target demographic. Lastly, Vitality Athletics provides their guest inventory with a thorough inventory flow throughout the year and ensures items to be easily accessible by utilizing our open to buy budget.

## **Target Demographic:**

Vitality Athletics is a fitness oriented clothing line that is focused on quality, high tech fabrics and easily accessible clothing; with these qualities in mind we target a specific demographic. The demographic we target are 20-30 year olds that live in an urban environment, make between sixty thousand dollars to one hundred ten thousand dollars a year and are health oriented. With this demographic stated, there is a huge boom in the health conscious market which means even if someone is directly within our demographic guidelines, they still have a high chance of being absorbed into our market. After Covid-19, many people became very health conscious due to being at home and inactive. The tail end of the pandemic is here and many people are going out to exercise such as going for a jog, or even getting back into the gym which means the need for work out clothes are becoming increasingly more desirable. With this knowledge, we are attempting to have a stake in the market both online and in store. We will be utilizing various ways of reaching our demographic and retaining them by doing things such as offering discounts and reward points for customers who sign up for our membership, utilizing exercise influencers to promote our brand and even using Google, Twitter, Facebook, Instagram and even Tik Toks user data to put out targeted ads in order to better reach our target demographic. As the market shifts so will our company, but one tactic we will use in order to stay relevant is keeping up with technologically advanced fabrics such as fabrics that specialize in sweat wicking properties, fabrics that promote blood circulation, reflective fabrics for visibility and even fabrics that regulate your temperature based on your body heat in relation to the weather.

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## **Hue Palette 2022**

Here at Vitality Athletics, we are dedicated to providing quality products, which means providing the wearer with the best materials, as well as colors. Last year's materials and colors were a hit, as you can see our sales reflect that (over one million eight hundred dollars in sales). This year, we wanted to hit it out of the park once again and went with the best colors for men, women, as well as unisex. Arisleidy looked into the colors that would most likely sell through quantitative data collection by scouting in public parks, gyms with large populations, and even observing the surrounding people on her morning commute. The information that she collected was then shared with Isis in order to see if the hues that she selected would be easily obtainable as well as looking over data points to see if these would be viable colors. Isis discovered that Arisleidy's findings were supported by a trend forecasting company WGSN. Within their predicted colors for the year were six of the colors that we would be potentially going with; that being Dark Oak, Jade Green, Lazuli Blue, Orchid Flower, Digital Lavender, and Honeycomb. One hue that we decided to include that was not forecasted was Charcoal. We still went with this hue because we know we would need some shade of black since it is a very versatile color that can be paired with every other color we decided to go with. After Isis confirmed that Arisleidy's findings matched that of a well known trend forecasting company, her and Andre went over it one last time to ensure these hues can be obtained within their given budget. After looking over their budget and estimated cost, they came to the conclusion that the hues they were looking to use would be within their budget. With this hue palette, we are confident that we will have minimal markdowns the next six months along with very satisfied customers.

# Hue Palette 2022

 1 Dark Oak

 2 Jade Green

 3 Lazuli Blue

 4 Orchid Flower

 5 Digital Lavender

 6 Honeycomb

 7 Charcoal

## ***Fabric Swatches 2022***

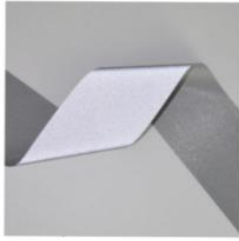
Our hue palette won't be the only thing that our customers will appreciate this season. Our fabric selection will also be a memorable one this year, paired with our hue selection the final product will be nothing short of amazing. Our goal for this year's fabrics were to be performance enhancing, durable, sweat wicking, and fabrics that help our customers stand out for visual and safety reasons. With these qualities in mind, Andre did some research into what fabrics might help us achieve said goals and using a qualitative approach, he discovered that many brands were now using four specific fabrics that we would end up using, while the fifth fabric we utilized was utilized in order to fulfill. After seeing a trend in brands such as Nike, Lululemon, and even Under Armour, we looked into a source that would support the trend of these specific fabrics to ensure they would be in style. According to Tony Horton, we concluded that the four fabrics other brands were using would be something that the consumer would be looking for. One of the fabrics that is trending is Nylon. This fabric is a stronger, more durable, and scratch-resistant material than your standard polyester athletic wear (Horton, 2022). A second fabric we are utilizing is Poly-Dri. This fabric is essentially polyester 2.0, whereas standard polyester traps bacteria and isn't terribly odor resistant, poly-dri is. It's durable, doesn't wrinkle as quickly as other materials, and even regulates temperature, which allows it to be worn in all types of weather (Horton, 2022). A third material we are using is Spandex. This material is a great compression fabric and according to GO2, compression improves blood flow and circulation while also supporting muscles, therefore improving performance and reducing the time needed for recovery after exercise (GO2, 2022). The fourth material we will be using is Poly-Cotton. We chose this specific blend of cotton because Cotton's lightweight and cool characteristics in the blend also makes the fabric ultimately perfect for all-day comfort (BizVibe

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2022). One last fabric that we will be using is Reflective 3M. We went with this one to provide a visual aid in dim lighting for runners to be more visible to prevent potential accidents. These fabric selections will go hand in hand with our hue selections in order to provide our consumers a high quality and stylish product.



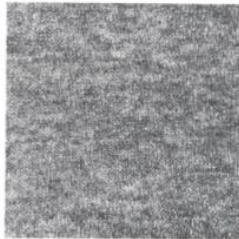
# Fabric Swatches 2022<sup>10</sup>



1 Reflective 3M<sup>tm</sup>



2 Nylon



3 Poly-Cotton



4 Poly-Dri



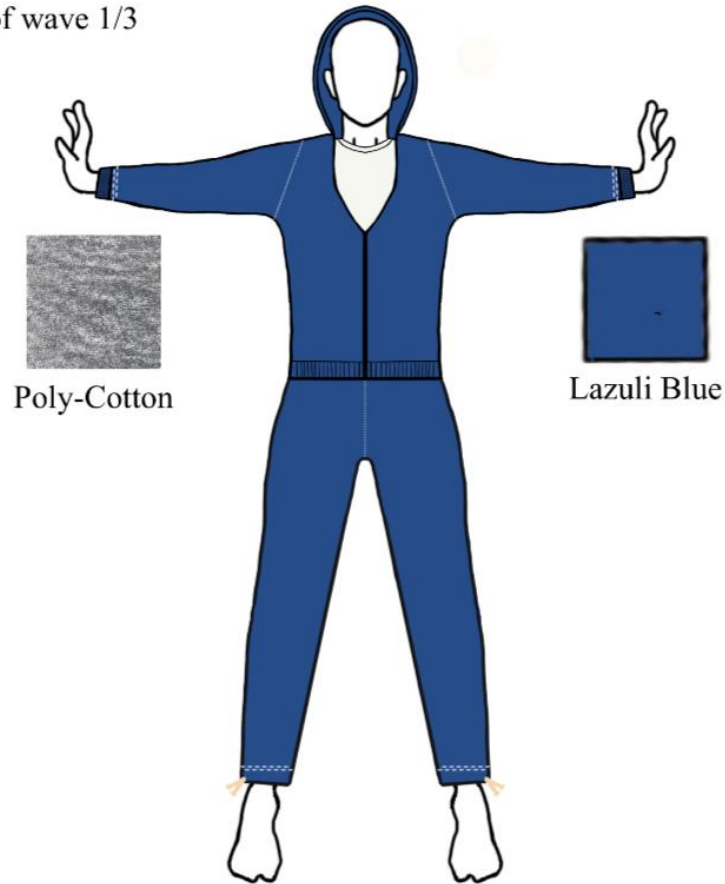
5 Spandex

## **Release Pattern**

As stated previously, we want to provide high quality and stylish products, but we want to ensure it is on a consistent basis. We plan on consistently providing our customers with new inventory on a Bi-Monthly basis, on the first day of the month. We are releasing products in three waves, wave one will be in February and consist of clothing that is worn during the colder weather, wave two will be released in April and will consist of clothing that can be worn in moderate weather, and wave three will be released in June and will consist of clothing that is meant to be worn during the warmer months. With this release pattern we plan on retaining customers throughout the variations of weather by providing them with options.

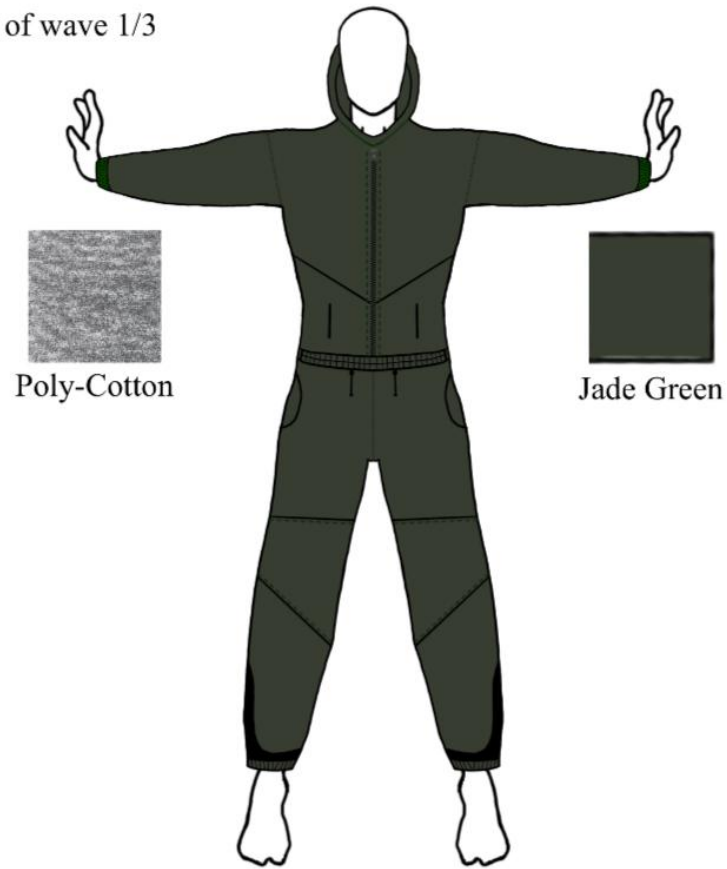






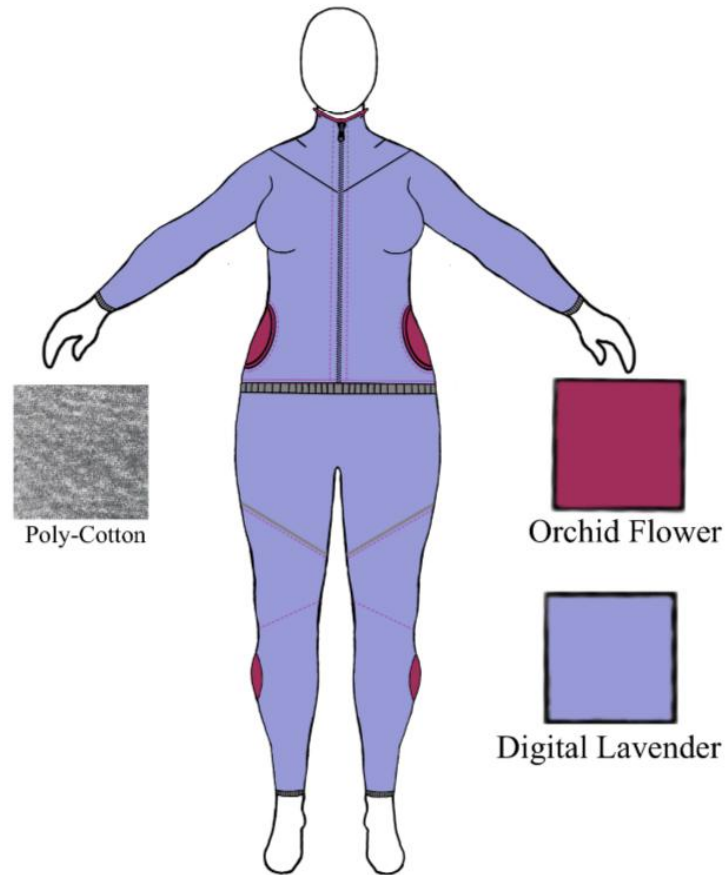
***Figure One-Lazuli blue tracksuit:***

Leisure wear and athletic wear has started to blur the lines. With this outfit we continue to blur the lines, this outfit is comprised entirely Poly-Cotton and a relaxed fit. We decided to do this to allow the user to wear this tracksuit as casual wear if they want to just be comfortable, but they also have the option to utilize this tracksuit as their go to tracksuit in the cooler weather. This Poly-Cotton blend can keep a runner warm in the cooler weather while also serving as a comfortable fabric when not in motion, this allows the wearer to give this outfit multipurpose and get more use out of a single outfit.



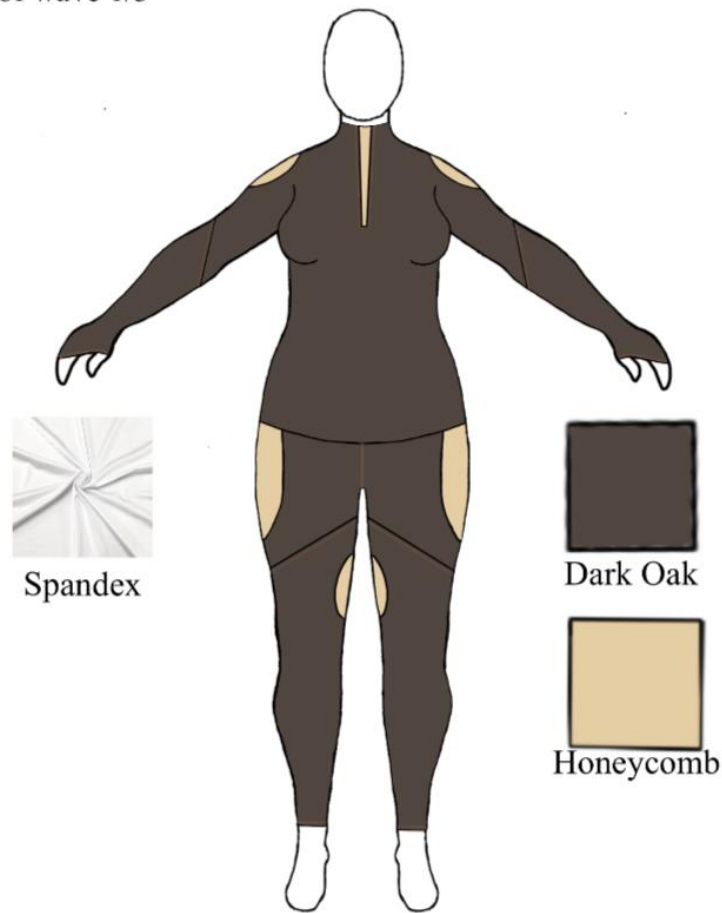
***Figure Two-Men's Jade Green Tracksuit:***

This tracksuit is specifically made for colder weather. The colors used for this garment are JadeGreen, along with Black in which was used for its stitching, zippers, and its pockets. This tracksuit includes 65% cotton and 35% polyester. The material is long-lasting and poly-cotton blends are well-known for their durability. This poly-cotton tracksuit is breathable, tear-resistant, and can be fashioned easily.



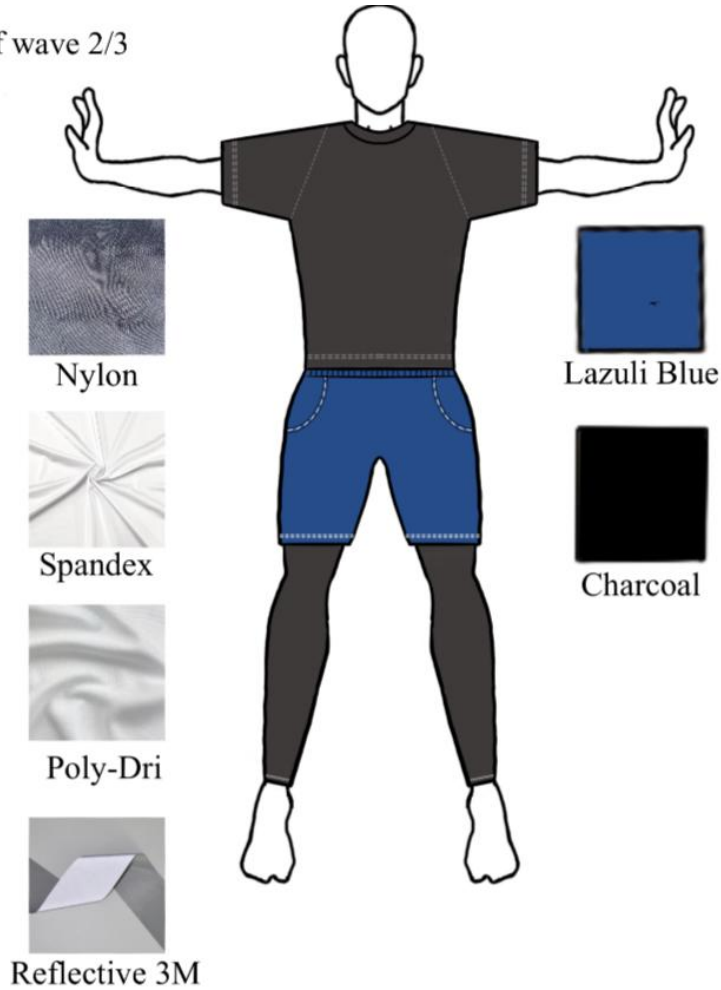
**Figure Three-Digital Lavender Tracksuit:**

Perfect for cold, and warm weather, the tracksuit is made of Nylon, and Poly-Dri. Nylon makes the outside of the tracksuit strong, with the ability to dry fast. The cotton and Poly-Dri blend is placed inside both the pants, and hoodie. This makes the tracksuit sweat absorbent. The tracksuits are breathable, and comfortable to move around in. They are machine washable, and will not shrink. The tracksuits are available for both men and women in Charcoal/Lazuli Blue for men, and Digital lavender/Orchid Flower for women.



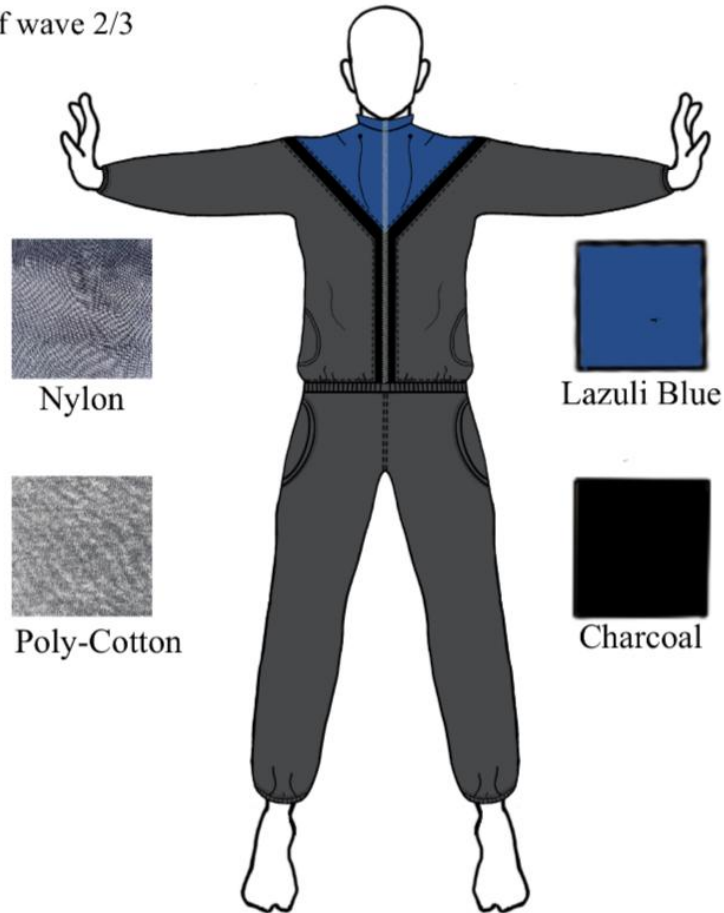
***Figure Four: Women's Two-Toned Brown Long Sleeve and High-Waisted Leggings***

This two-piece set provides women with plenty of storage: two pockets by the hips for easy access. It was designed to give women all of the sculpting benefits of high compression with maximum breathability due to the Spandex. The colors used for this set are two shades of brown: Pecan Brown and Hickory Brown. The fabric used is Spandex in which absorbs sweat, enabling full range of motion, and provides you with unique elastic properties.



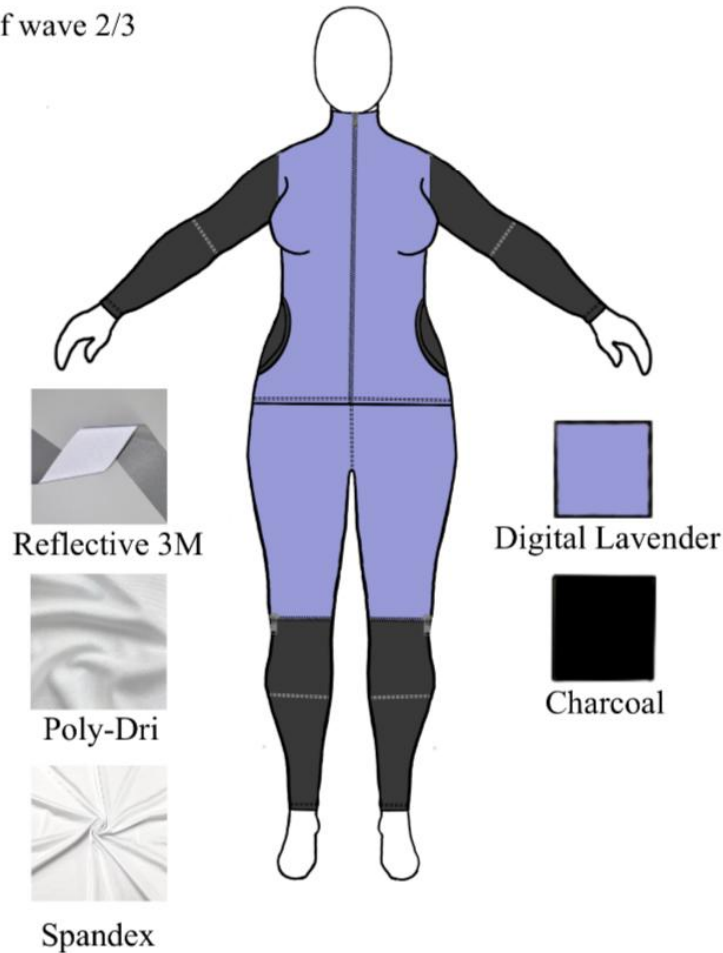
***Figure Five-Lazuli Blue compression shorts and black shirt:***

Practical yet aesthetically pleasing, that is the goal with this outfit. Two muted colors (Lazuli Blue and Charcoal) allow for this outfit to be easy for a guy to throw on without having to coordinate too much. The fabrics used are Spandex and Poly-Dri in order to make an outfit that specializes in wicking sweat away. The shorts in this outfit are made of Nylon and have a spandex lining to promote blood circulation, but also provide the option to be removed via a flat zipper inside the shorts. We wanted to give the wearer the option to use these shorts with the spandex for long runs or use them without the spandex for use in the gym when they are not running and provide a loose fit for more lateral movement.



***Figure Six-Lazuli Blue and Charcoal Tracksuit:***

Perfect for cold, and warm weather, the tracksuit is made of Nylon, and Poly-Dri. Nylon makes the outside of the tracksuit strong, with the ability to dry fast. The cotton and Poly-Dri blend is placed inside both the pants, and hoodie. This makes the tracksuit sweat absorbent. The tracksuits are breathable, and comfortable to move around in. They are machine washable, and will not shrink. The tracksuits are available for both men and women in Charcoal/Lazuli Blue for men, and Digital lavender/Orchid Flower for women.

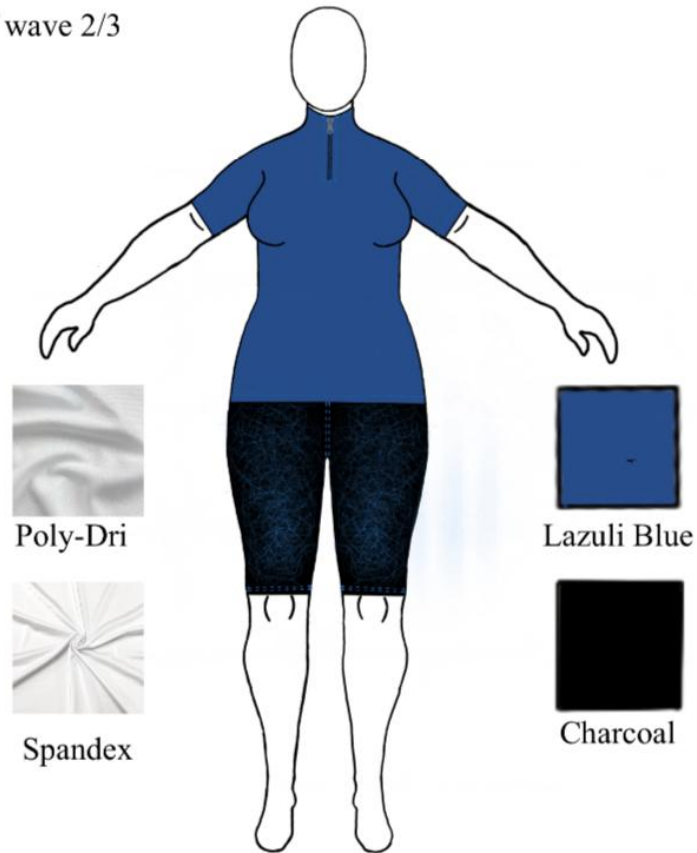


***Figure Seven-Charcoal and Digital Purple track suit:***

The best of two seasons? This outfit is a fitted tracksuit that can be used in both cold weather and warmer weather. Both the top and bottom are made of Spandex as well as Poly-Dri; and both feature 3M stitching. The reason we chose to implement 3M stitching is to allow the runner to be visible at night, being that in the winter the sun sets earlier and some people may be running after work, which means daylight may not be present; so the 3m stitching will allow them to be visible at night. The spandex covers the arms and lower legs in order to promote blood flow in the extremities in the winter to not only reduce muscle fatigue, but to keep the extremities warmer.

As stated this piece is perfect for two seasons, so the wear can utilize the same clothes for a longer period of time

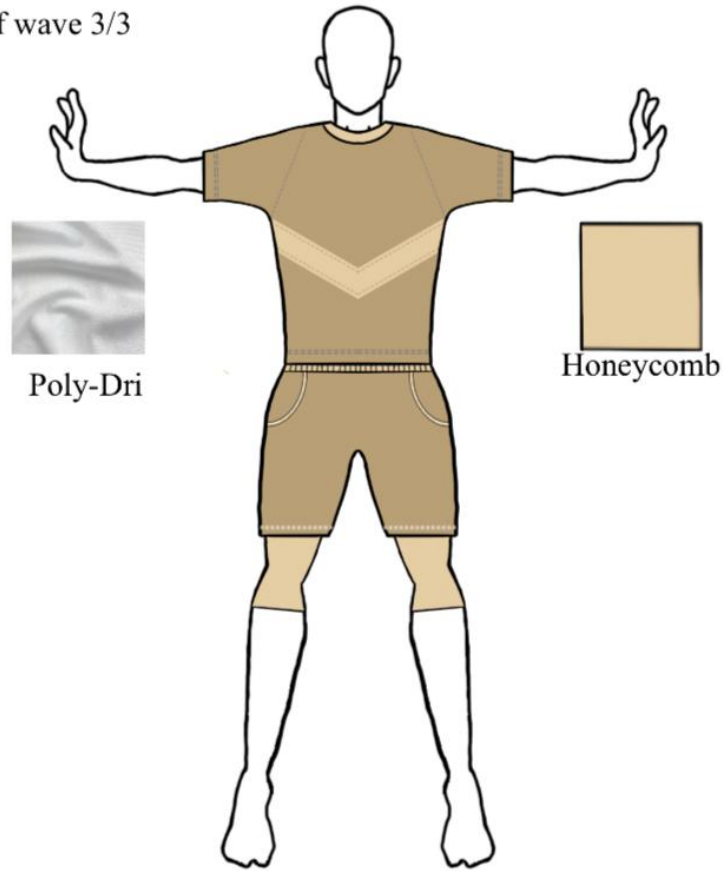
Part of wave 2/3



***Figure Eight-Blue Zip Up With Black Shorts:***

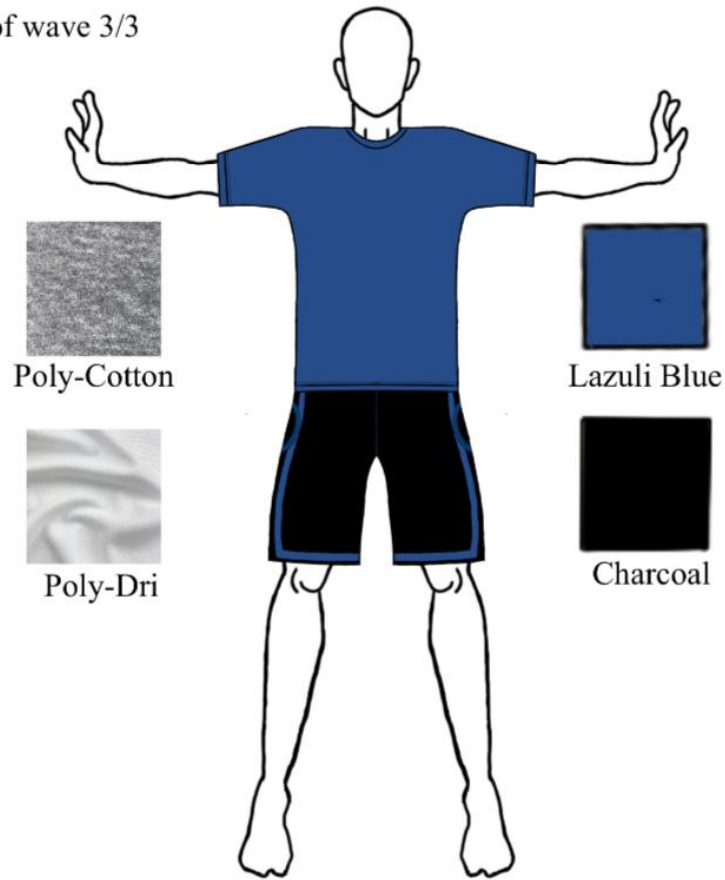
This outfit contains two pieces, the Charcoal shorts and the lazuli blue short sleeve zip up. The shorts are made with spandex to compress the users legs and promote blood flow within the legs as well as to allow airflow through the fabric. The short sleeve zip up shirt is made of Poly-Dri in order to allow the wearer to wear this shirt in any weather being that Poly-Dri can be used in any weather; which is why a zipper is included on the shirt to allow the user to unzip the shirt in warmer weather in order to allow their neck to get more airflow. This shirt is perfect to wear with a long sleeve compression under in the cooler weather, or alone in the spring/summer.





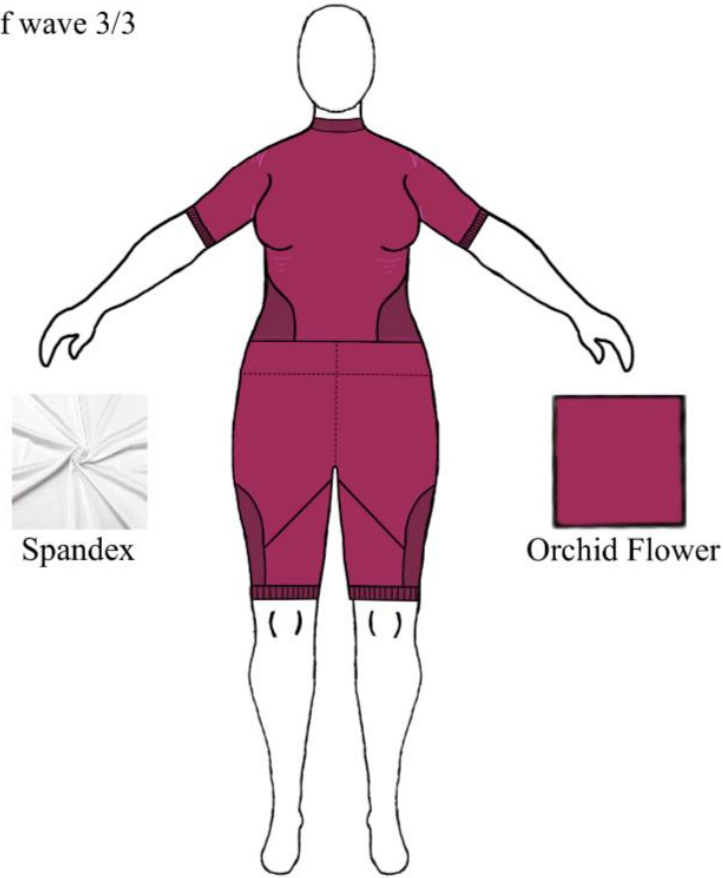
**Figure Nine-Men's Honeycomb Shorts and Shirt:**

Designed for performance, comfort, and style, this set includes ultra lightweight with mesh waistband that keeps you secure and comfortable, breathable mesh liner, high stretch, and water-resistant fabric. The fabric used is Poly-Dri, which is a durable fabric used to maximize training benefits, providing best heat retention.



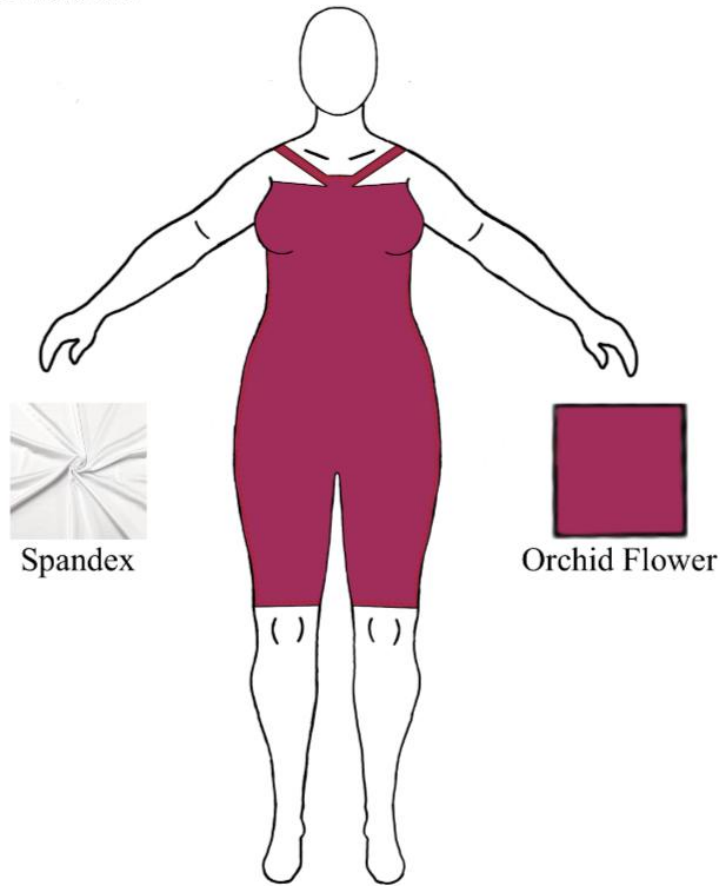
***Figure Ten-Lazuli Blue Gym Shirt/ CharcoalGym Shorts:***

The Gym Shirt is a short sleeve, crewneck t-shirt. The shirt is made of poly cotton, and spandex blend; making the shirt lightweight, and easy to move in. The shirt is a spring/summer garment, but is wearable in all seasons. The Gym Shorts are wide, knee length shorts. At the waistline, the shorts have an elastic waistband which is accompanied, with two pockets at the sides. These shorts are made with Poly-Dri, with mesh pockets.



***Figure Eleven-Women's Two-Toned Orchid Flower Seamless Shorts Set:***

This set is two toned that includes Orchid Flower, along with a darker shade of Orchid Flower. This set features external pockets, high-stretch, chafe-resistant, and absorbs sweat. It is designed using Spandex and with maximum compression in which flatters women's figures. The set is made with stretchy and supportive fabric that helps you stay dry, as well as comfortable.



***Figure Twelve-Orchid Flower Jumpsuit:***

The Jumpsuit is a spaghetti strap, mini, bodycon jumpsuit. Since the jumpsuit is a one piece, there are no zippers. The person who wears this jumpsuit, has to put it on from the neckline, and pull it up. The strong, but lightweight jumpsuit is made of spandex, and nylon. The jumpsuit is breathable and the spandex moisture wicks. The garment is machine washable, and will not shrink.

### ***Open to Buy Summary***

<b>Month</b>	<b>Open to buy budget</b>
February	<b>\$ 235,000</b>
March	<b>\$ 91,000</b>
April	<b>\$ 216,000</b>
May	<b>\$ 162,000</b>
June	<b>\$ 396,000</b>
July	<b>\$ 136,000</b>

### ***Cost vs Retail Dollars***

<b>Month</b>	<b>Retail Dollars</b>	<b>Cost Dollars</b>
February	\$235,000	$\$235,000 \times (100\% - 50\%) =$ <b>\$117,500</b>
March	\$91,000	$\$91,000 \times (100\% - 50\%) =$ <b>\$45,500</b>
April	\$216,000	$\$216,000 \times (100\% - 50\%) =$ <b>\$108,000</b>
May	\$162,000	$\$162,000 \times (100\% - 50\%) =$ <b>\$81,000</b>
June	\$396,000	$\$396,000 \times (100\% - 50\%) =$ <b>\$198,000</b>
July	\$136,000	$\$136,000 \times (100\% - 50\%) =$ <b>\$68,000</b>
<b>Total</b>	<b>\$1,236,000</b>	<b>\$618,000</b>

According to the open-to-buy budget summary, looking into the first half of our fiscal year, we had a substantial amount for our open-to-buy budget. Looking at the budget month by month, we see that some had a larger budget than others, which allowed us to buy merchandise that was flying off the shelves. June was our biggest open-to-buy budget, while March was our lowest open-to-buy budget. We utilized this budget to determine the cost of our merchandise with a 50% markup percent in order to get items into the store for our guests, as well as maximizing our potential sales by having our best selling items ready. According to the Cost versus Retail table we can see how the fifty percent markup percent used determines the cost of our merchandise that we will need to buy, with the open-to-buy budget for February-July representing the retail dollars. With this fifty percent markup in mind, we will need to ensure that if any items are marked down, they are done so with caution in order to ensure we still make a reasonable profit.

**\*Open to buy calculations below\***



## February

(planned sales)(employee discount) = x  
 (300,000)(2%) = **\$6,000**  
 (planned sales)( shortages) = y  
 (300,000)(2%) = **\$6,000**

X + Y + MD = **Planned reductions**  
 6,000 + 6,000 + 8,000 = **\$20,000**

Planned reductions + EOM + Planned sales = **Total monthly needs**  
 20,000 + 200,000 + 300,000 = **\$520,000**

Total monthly needs - BOM stock = **Planned purchase**  
 520,000 - 160,000 = **\$360,000**

Planned purchase - on order = **Open to buy**  
 360,000 - 125,000 = **235,000**

## March

(on order)(employee discount) = x  
 (\$200,000)(3%) = **\$6,000**  
 (On order)( shortages) = y  
 (\$200,000)(4%) = **\$8,000**

X + Y + MD = **Planned reductions**  
 \$6,000 + \$8,000 + \$12,000 = **\$26,000**

Planned reductions + EOM + Planned sales = **Total monthly needs**  
 \$26,000 + \$80,000 + \$200,000 = **\$306,000**

Total monthly needs - BOM stock = **Planned purchase**  
 \$306,000 - \$200,000 = **\$106,000**

Planned purchase - on order = **Open to buy**  
 \$106,000 - \$15,000 = **\$91,000**

## April

(planned sales)(employee discount) = x  
 (\$300,000)(4%) = **\$12,000**  
 (planned sales)( shortages) = y  
 (\$300,000)(5%) = **\$15,000**

X + Y + MD = **Planned reductions**  
 \$12,000 + \$15,000 + \$4,000 = **\$31,000**

Planned reductions + EOM + Planned sales = **Total monthly needs**  
 \$31,000 + \$110,000 + \$300,000 = **\$441,000**

Total monthly needs - BOM stock = **Planned purchase**  
 \$441,000 - \$80,000 = **\$361,000**

Planned purchase - on order = **Open to buy**  
 \$361,000 - 145,000 = **\$216,000**

## May

(planned sales)(employee discount) = x  
 (\$200,000)(0%) = **\$0**  
 (planned sales)( shortages) = y  
 (\$200,000)(7%) = **\$14,000**

X + Y + MD = **Planned reductions**  
 \$0 + \$14,000 + \$3,000 = **\$17,000**

Planned reductions + EOM + Planned sales = **Total monthly needs**  
 \$17,000 + \$90,000 + \$200,000 = **\$307,000**

Total monthly needs - BOM stock = **Planned purchase**  
 \$307,000 - \$110,000 = **\$197,000**

Planned purchase - on order = **Open to buy**  
 \$197,000 - \$35,000 = **\$162,000**

## June

(planned sales)(employee discount) = x  
 (\$400,000)(5%) = **\$20,000**  
 (planned sales)( shortages) = y  
 (\$400,000)(2%) = **\$8,000**

X + Y + MD = **Planned reductions**  
 \$20,000 + \$8,000 + \$18,000 = **\$46,000**

Planned reductions + EOM + Planned sales = **Total monthly needs**  
 \$46,000 + \$210,000 + \$400,000 = **\$656,000**

Total monthly needs - BOM stock = **Planned purchase**  
 \$656,000 - \$90,000 = **\$566,000**

Planned purchase - on order = **Open to buy**  
 \$566,000 - \$170,000 = **\$396,000**

## July

(planned sales)(employee discount) = x  
 (\$250,000)(7%) = **\$17,500**  
 (planned sales)( shortages) = y  
 (\$250,000)(3%) = **\$7,500**

X + Y + MD = **Planned reductions**  
 \$17,500 + \$7,500 + \$25,000 = **\$50,000**

Planned reductions + EOM + Planned sales = **Total monthly needs**  
 \$50,000 + \$70,000 + \$250,000 = **\$370,000**

Total monthly needs - BOM stock = **Planned purchase**  
 \$370,000 - \$210,000 = **\$160,000**

Planned purchase - on order = **Open to buy**  
 \$160,000 - \$24,000 = **\$136,000**

## **Projected Sales Plan / Sales Comp** **Analysis**

Looking into Figure C1 (shown below), we can see planned sales increase after we closely analyzed the government economic data. We planned a 6.2% increase in our planned sales for next season. This is a slight increase from what we expected to see, but with what we analyzed from the data given to us by the government we see that there may be a slight increase in consumer buying, which can be attributed to the market opening back up slowly as we near the end of the pandemic which is allowing people to go out and spend more money overall. Looking at figure C2 (shown below), you can see we are expected to make less sales than prior year even after the anticipated 6.2% increase in projected sales. This can be a multitude of factors, but the biggest one may be due to the small dip in home / individual workout routines since we are at the tail end of the pandemic. As soon as the lockdowns took effect, the home-fitness business took off like wildfire (Shaban 2020). In contrast, as we exit out of this pandemic, people may be more inclined to spend time with their friends and family more, which leaves less time for home workouts, or working out in general. This means there would be less of a need for clothes used to practice cardio in, but our sales are projected to only decrease by 3.74% (\$67,700 less) compared to last year. The ending of the pandemic has caused us to project a 3.7% decrease in sales compared to last year, but the spending increase is also expected to give us a 6.2% increase in projected sales which will help soften the blow in the decrease in projected sales. This can be aided by guerilla tactic marketing to hopefully increase our sales to lessen the decrease in sales.

**Figure C1:**

Sum of planned sales = **Projected sales for the year**  
 $\$300,000 + \$200,000 + \$300,000 + \$200,000 + \$400,000 + \$250,000 = \$1,650,000$   
 (Projected sales for the year)  $(1.062) =$  **Sales after projected spending increase**  
 $(\$1,650,000) (1.062) =$  **\$1,752,300**

**Figure C2:**

(Projected sales for the year)  $[.062 (6.2\%)] =$  **Increase after projected spending**  
 $(\$1,650,000) (.062) =$   $\$102,300$

Projected sales for the year + Increase after projected spending = **Sales after projected spending increase**

$\$1,650,000 + \$102,000 = \$1,752,300$

Last year's sales - Sales after projected spending increase = **Difference of sales year over year**  
 $\$1,820,000 - \$1,752,000 =$  **\$67,700**



## ***Conclusion***

To conclude, we will start by highlighting Vitality Athletics strengths as a retail business located in New York City. The retail business as a whole promotes its merchandise through the use of visual marketing. The inside of the store is very well organized and its use of colors attracts consumers, driving them to shop at their store. Moving forward, Vitality Athletics is progressing as a business due to their planned sales for the months of February through July. There was a 6.2% increase within their planned sales as the season changes, which shows how well the business overall is doing. Vitality Athletics's open-to-buy budgets were larger for some months including June, which was a total of \$396,000, allowing them to be able to buy an adequate amount of product as the season changes, which shows how well their inventory flow is throughout the Spring/Summer seasons. Based on their data, Vitality Athletics used up to \$1,236,000 retail dollars and \$618,000 cost dollars for stock, which correlates to their open-to-buy budgets for each month. Lastly, fashion has witnessed the rise of athleisure in the past decade, but as of right now, tracksuits are trending, which is why they chose the product classification they did. Vitality Athletics is very versatile and promotes great quality athletic clothing, as well as functionality based on the fabrics and color palette of their choice that corresponds to the Spring/Summer seasons.



## ***Appendix***

**Location:** 276 Lafayette St, New York, NY 10012  
**Website:** [www.Vitality-Athletics.com](http://www.Vitality-Athletics.com)  
**Phone Number:** (929)391-8424  
**Email:** VAthletics.Customerservice@gmail.com

*Front of Store*



*Website Home page*



*Website Browsing Page*



*Store Tier With Store Hours**Inside of Store**Size charts*

## Men's Tops in/cm

Size	XS	S	M	L	XL
Chest (in)	31.5 - 35	35 - 37.5	37.5 - 41	41 - 44	44 - 48.5
(cm)	(80 - 88)	(88 - 96)	(96 - 104)	(104 - 112)	(112 - 124)
Waist (in)	25.5 - 29	29 - 32	32 - 35	35 - 38	38 - 43
(cm)	(65 - 73)	(73 - 81)	(81 - 89)	(89 - 97)	(97 - 109)
Hip (in)	31.5 - 35	35 - 37.5	37.5 - 41	41 - 44	44 - 47
(cm)	(80 - 88)	(88 - 96)	(96 - 104)	(104 - 112)	(112 - 120)
Height (in)	5'7" - 6'0"	5'7" - 6'0"	5'7" - 6'0"	5'7" - 6'0"	5'7" - 6'0"
(cm)	(170 - 183)	(170 - 183)	(170 - 183)	(170 - 183)	(170 - 183)

## Men's Bottoms in/cm

Size	XS	S	M	L	XL
Waist (in)	25.5 - 29	29 - 32	32 - 35	35 - 38	38 - 43
(cm)	(65 - 73)	(73 - 81)	(81 - 89)	(89 - 97)	(97 - 109)
Hip (in)	31.5 - 35	35 - 37.5	37.5 - 41	41 - 44	44 - 47
(cm)	(80 - 88)	(88 - 96)	(96 - 104)	(104 - 112)	(112 - 120)
Leg Length (in)	32	32.25	32.5	32.75	33
(cm)	(82)	(82.5)	(83)	(83.5)	(84)
Height (in)	5'7" - 6'0"	5'7" - 6'0"	5'7" - 6'0"	5'7" - 6'0"	5'7" - 6'0"
(cm)	(170 - 183)	(170 - 183)	(170 - 183)	(170 - 183)	(170 - 183)

## Women's Tops in/cm

Size	XS	S	M	L	XL
<b>Busts (in)</b>	29.5 - 32.5	32.5 - 35.5	35.5 - 38	38 - 41	41 - 44.5
<b>(cm)</b>	(76 - 83)	(83 - 90)	(90 - 97)	(97 - 104)	(104 - 114)
<b>Waist (in)</b>	23.5 - 26	26 - 29	29 - 31.5	31.5 - 34.5	34.5 - 38.5
<b>(cm)</b>	(60 - 67)	(67 - 74)	(74 - 81)	(81 - 88)	(88 - 98)
<b>Hip (in)</b>	33 - 35.5	35.5 - 38.5	38.5 - 41	41 - 44	44 - 47
<b>(cm)</b>	(84 - 91)	(91 - 98)	(98 - 105)	(105 - 112)	(112 - 120)

## Women's Bottoms in/cm

Size	XS	S	M	L	XL
<b>Waist (in)</b>	23.5 - 26	26 - 29	29 - 31.5	31.5 - 34.5	34.5 - 38.5
<b>(cm)</b>	(60 - 67)	(67 - 74)	(74 - 81)	(81 - 88)	(88 - 98)
<b>Hip (in)</b>	33 - 35.5	35.5 - 38.5	38.5 - 41	41 - 44	44 - 47
<b>(cm)</b>	(84 - 91)	(91 - 98)	(98 - 105)	(105 - 112)	(112 - 120)
<b>Height (in)</b>	5'4" - 5'8"	5'4" - 5'8"	5'4" - 5'8"	5'4" - 5'8"	5'4" - 5'8"
<b>(cm)</b>	(163 - 173)	(163 - 173)	(163 - 173)	(163 - 173)	(163 - 173)

**SKU**

Product Name	Color	Size		SKU
Shirt	Honeycomb	XL	Men's	HNY-S123451
Shirt	Honeycomb	L	Men's	HNY-S123452
Shirt	Honeycomb	M	Men's	HNY-S123453
Shirt	Honeycomb	S	Men's	HNY-S123454
Shirt	Honeycomb	XS	Men's	HNY-S123455
Short	Honeycomb	XL	Men's	HNC-S123451
Short	Honeycomb	L	Men's	HNC-S123452
Short	Honeycomb	M	Men's	HNC-S123453
Short	Honeycomb	S	Men's	HNC-S123454
Short	Honeycomb	XS	Men's	HNC-S123455
Shirt	Orchid Flower	XL	Women's	ORF-U123451
Shirt	Orchid Flower	L	Women's	ORF-U123452
Shirt	Orchid Flower	M	Women's	ORF-U123453
Shirt	Orchid Flower	S	Women's	ORF-U123454
Shirt	Orchid Flower	XS	Women's	ORF-U123455
Short	Orchid Flower	XL	Women's	OFR-T123451
Short	Orchid Flower	L	Women's	OFR-T123452
Short	Orchid Flower	M	Women's	OFR-T123453
Short	Orchid Flower	S	Women's	OFR-T123454
Short	Orchid Flower	XS	Women's	OFR-T123455
Leggings	Jade Green/Hickory Brown	XL	Women's	PBH-B123451
Leggings	Jade Green/Hickory Brown	L	Women's	PBH-B123452
Leggings	Jade Green/Hickory Brown	M	Women's	PBH-B123453
Leggings	Jade Green/Hickory Brown	S	Women's	PBH-B123454
Leggings	Jade Green/Hickory Brown	XS	Women's	PBH-B123455
Tracksuit	Jade Green	XL	Men's	JGT-U123451
Tracksuit	Jade Green	L	Men's	JGT-U123452
Tracksuit	Jade Green	M	Men's	JGT-U123453
Tracksuit	Jade Green	S	Men's	JGT-U123454
Tracksuit	Jade Green	XS	Men's	JGT-U123455

Product Name		Size		SKU
Jumpsuit	Orchid Flower	XL	Women's	ORC-F123451
Jumpsuit	Orchid Flower	L	Women's	ORC-F123452
Jumpsuit	Orchid Flower	M	Women's	ORC-F123453
Jumpsuit	Orchid Flower	S	Women's	ORC-F123454
Jumpsuit	Orchid Flower	XS	Women's	ORC-F123455
Shirt	Lazuli Blue	XL	Men's	LBG-S123451
Shirt	Lazuli Blue	L	Men's	LBG-S123452
Shirt	Lazuli Blue	M	Men's	LBG-S123453
Shirt	Lazuli Blue	S	Men's	LBG-S123454
Shirt	Lazuli Blue	XS	Men's	LBG-S123455
Shorts	Charcoal/Lazuli Blue	XL	Men's	CGS-C123451
Shorts	Charcoal/Lazuli Blue	L	Men's	CGS-C123452
Shorts	Charcoal/Lazuli Blue	M	Men's	CGS-C123453
Shorts	Charcoal/Lazuli Blue	S	Men's	CGS-C123454
Shorts	Charcoal/Lazuli Blue	XS	Men's	CGS-C123455
Tracksuit	Digital Lavender/Orchid Flower	XL	Women's	DLO-F123451
Tracksuit	Digital Lavender/Orchid Flower	L	Women's	DLO-F123452
Tracksuit	Digital Lavender/Orchid Flower	M	Women's	DLO-F123453
Tracksuit	Digital Lavender/Orchid Flower	S	Women's	DLO-F123454
Tracksuit	Digital Lavender/Orchid Flower	XS	Women's	DLO-F123455
Tracksuit	Charcoal/Lazuli Blue	XL	Women's	DLT-P123451
Tracksuit	Charcoal/Lazuli Blue	L	Women's	DLT-P123452
Tracksuit	Charcoal/Lazuli Blue	M	Women's	DLT-P123453
Tracksuit	Charcoal/Lazuli Blue	S	Women's	DLT-P123454
Tracksuit	Charcoal/Lazuli Blue	XS	Women's	DLT-P123455
Shirt	Charcoal	XL	Men's	CGS-S123451
Shirt	Charcoal	L	Men's	CGS-S123452

Product Name		Size		SKU
Shirt	Charcoal	XL	Men's	CGS-S123451
Shirt	Charcoal	L	Men's	CGS-S123452
Shirt	Charcoal	M	Men's	CGS-S123453
Shirt	Charcoal	S	Men's	CGS-S123454
Shirt	Charcoal	XS	Men's	CGS-S123455
Compression Shorts	Lazuli Blue/Charcoal	XL	Men's	LBC-S123451
Compression Shorts	Lazuli Blue/Charcoal	L	Men's	LBC-S123452
Compression Shorts	Lazuli Blue/Charcoal	M	Men's	LBC-S123453
Compression Shorts	Lazuli Blue/Charcoal	S	Men's	LBC-S123454
Compression Shorts	Lazuli Blue/Charcoal	XS	Men's	LBC-S123455
Zip Up	Lazuli Blue	XL	Men's	LBZ-U123451
Zip Up	Lazuli Blue	L	Women's	LBZ-U123452
Zip Up	Lazuli Blue	M	Women's	LBZ-U123453
Zip Up	Lazuli Blue	S	Women's	LBZ-U123454
Zip Up	Lazuli Blue	XS	Women's	LBZ-U123455
Shorts	Charcoal	XL	Women's	CSC-T123451
Shorts	Charcoal	L	Women's	CSC-T123452
Shorts	Charcoal	M	Women's	CSC-T123453
Shorts	Charcoal	S	Women's	CSC-T123454
Shorts	Charcoal	XS	Women's	CSC-T123455
Tracksuit	Charcoal/Digital Purple	XL	Women's	CDL-1234551
Tracksuit	Charcoal/Digital Purple	L	Women's	CDL-1234552
Tracksuit	Charcoal/Digital Purple	M	Women's	CDL-1234553
Tracksuit	Charcoal/Digital Purple	S	Women's	CDL-1234554
Tracksuit	Charcoal/Digital Purple	XS	Women's	CDL-1234555
Tracksuit	Lazuli Blue	XL	Men's	LB-T1234551
Tracksuit	Lazuli Blue	L	Men's	LB-T1234552
Tracksuit	Lazuli Blue	M	Men's	LB-T1234553
Tracksuit	Lazuli Blue	S	Men's	LB-T1234554
Tracksuit	Lazuli Blue	XS	Men's	LB-T1234555

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