

Moodboard Assignment

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Women Sportswear



Today, from busy daily life, many people are losing their health and worrying about this situation. So, to take care of their condition, they are trying to eat healthy food and drinks, as well as do exercise. Out of age groups, interest of health by twenties and thirties are particularly increasing in recent years. With their interest in health, they are also getting interest in nice sportswear. In men's case, they are more interested in functions of activewear and are less sensitive for their activewear design than women. The issue is that in the fashion market now, as most women activewear more focuses on function than aesthetics (beauty) like men's sportswear, most women are not satisfied with sportswear in the fashion market today. So, to get into the market, I make a strategic plan like below.

My product's target customers are women between twenties and thirties and they are students at universities and workers in companies. Some like students and workers who have worked from few months ago or few years ago may have little money. Likewise, other workers who have made and saved enough money with high or middle income also prefer saving their money for the future, an emergency, and for they have families they should take care of too. So, for them, I'll set low to middle prices up to materials used. Also, although they would like to purchase sportswear with low or middle price, they hope its design and style are as good as designers' brands or luxury brands too. They hope their activewear is differentiated from others as well. Also, they want the sportswear still have good functions. To satisfy their needs and wants, I'll focus on both of function and design; produce sportswear with my own design, but based on trends by designers' brands and luxury brands. Also, look for inexpensive synthetic fibers having good functions for activities and check its condition and shape when it is used to make sportswear so that customers can be satisfied with my product.