

THE NYC FASHION MARKETING GROUP



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Executive summary

Two of the most popular brands in athletic wear clothing, Nike and Puma. These brands are recognized worldwide. With Nike's check mark logo and their slogan of *Just Do It* and Puma's logo of a leaping Puma and their slogan of *Forever Faster*, these two brands are leaders in athletic wear. Athletic wear, also known as "athleisure" quickly changed the fashion world as we know it. There was once a time when people would never wear athleisure, unless going to work out. People had clothing for different events, such as day wear, evening wear, night out wear, etc. But now, when looking around groups of people in society, you can see many of them wearing athleisure.

The idea of athleisure taking over modern fashion started in the 60's, with the evolution of stretch fabrics created nylon athletic shorts, zip-up windbreakers and anoraks. (Kenworthy, 1970) This ultimately led to manufacturers creating color-coordinated cotton and nylon jersey tracksuits, in the classic colors of blues, reds and greys. (Kenworthy, 1970) Along with this, big names such as Bruce Lee could be seen in the 70's wearing these tracksuits casually, bringing more attention to the idea of athleisure. With these pieces hitting the streets in the 60's and 70's, it soon kickstarted more athleisure pieces over the years to become fashionable.

The New York City Fashion Marketing Industry Group has set out to determine which brands New Yorker's prefer, between Nike and Puma. We are curious to find out what these consumers look for when deciding between these two brands, and what motivates them to make a decision between Nike and Puma. We will be looking at factors such as age as well, to see if age plays a

role in determining how consumers choose between Nike and Puma. As a group, we believe it will be interesting to see how other New Yorker's buying decisions between Nike and Puma are affected by factors such as age. The New York City Fashion Marketing Industry Group also believes that between the two brands, Nike may be more popular amongst athleisure consumers in New York City. We believe this is because Nike is advertised and marketed more, and no matter where you go, you can not escape the check mark logo and their well known slogan, *Just Do It.*

Team Members & Roles



Adrienne Stewart

Adrienne Stewart is a transfer student who graduated with her associates degree in fashion merchandising. She transferred to CityTech to pursue her bachelor's degree in business and technology of fashion. Her goal in the future is to own her own clothing line and travel the world.

Role: Project Director



Katelyn Merrick

Katelyn Merrick is an aspiring business owner who is currently attending New York City College of Technology. She is currently working towards her bachelors degree in Business and Technology of Fashion. Her goal is to start her own cosmetic brand, as she is a certified makeup artist, and to have her own fashion line.

Role: Co-project director



Vincent Rodriguez

Vincent Rodriguez is a student at New York City College of Technology in his second year majoring in Business and Technology of Fashion. He plans to start his own business making clothes, his goal is to add something new and exciting to the world of fashion.

Role: Statistical Writer



Morelia Pena

Morelia Pena is a New York City College of Technology student who just earned her associates degree in Arts and she is pursuing to get her BA in Business & Technology of Fashion. Currently, she owns her own Construction company which was one of her dreams since she was young and also she has teamed up with her sister to launch their lash line, makeup, brushes and purses. For the future she plans to be involved in the real state business.

Role: Statistical Writer



Joyce Wu

Joyce Wu is a second year student who is attending New York City College of Technology. Her major is Business and Fashion of Technology. Her goal in the future is to have her own clothing line and company. As part of the Asian community, she is a small upcoming business owner of her own cosmetics line. She has her own youtube channel where she does beauty, fashion, lifestyle and vlogs. Her favorite motto in life is “always to be a goal digger”. She believes that you must keep chasing your dreams and passion regardless of what people say.

Role: Research Analyst

Second Data Summary (1/3)

According to Statista, Nike is the world largest athletic brand for footwear and apparel making half of the global revenue in 2018. (O'Connell, 2020) Puma and Adidas was owned by Gebruder Dassler Schunfabrik, however the company decided that these two brands should be split. Puma is also known to be the world's versatile sporting brand. (Ariane, 2019) In 2018, Puma's revenue was 4.65 billion dollars. (Koptyug, 2020) Previously, Puma's rate was increasing by 74% due to their partnership with Rihanna and sprinter Usain Bolt in 2019. (Ozanian, 2019) On the other hand, Nike has partnered with many celebrities, organizations and athletes. Nike makes about 39.1 billion a year. (O'Connell, 2020) Breaking it down, a shoe that cost 100 dollars from Nike, can earn a profit of 5 dollars, and Puma earn a profit of 2 dollars.

Overall, it may be said that Nike is a consistent and good quality brand that will last a lifetime. As for Puma, it can be said that the brand grew rapidly within these few years. Puma's comeback with the modern and trendy looks made people gravitate towards them. According to CharmyPosh, Nike makes 6 times more than Puma. (Nike Downshifter 9 Womens Running Shoes, n.d) Not all of their collections are popular for every season though, but many consumers would say that Nike shoes are the greatest sneakers you can buy. Nike also releases new collections frequently, where Puma doesn't. Nike also offers more promotions when compared to Puma. Nike prides itself on having apple pay support, and also providing military discounts. Despite this, both Nike and Puma shoes are made perfect for people who want comfort on a daily basis, as well as many different options for athleisure clothing. Both brands have similar clothing, as they both offer hoodies, leggings, t-shirts, jogging pants, etc. Anywhere you look,

you can see Nike's famous check mark logo on a handful of peoples clothing pieces, and Puma's leaping panther logo on people's clothing as well.

Secondary Data Summary (Nike -- 2/3)

Nike is one of the biggest brands when speaking of athleisure wear. From sneakers, to hoodies, track suits, running shorts, etc, they have it all. Nike is recognized world wide by their well known check mark logo, and their *Just Do It* slogan that's featured on all of their advertisements and many of their clothing pieces as well. Nike's powerful message reaches the heart of many people, inspiring them to get up and *Just Do It*, as their slogan suggests. Nike has even thought this message through down to their name. In Greek mythology, 'Nike' means 'victory'. Though there is a lesser known fact, that Nike was a Goddess, not a God. (Attest Content Team, 2020)

Nike was founded in January of 1964, and in 2020 alone the company employed over 75 thousand people worldwide. (O'Connell, 2020) Nike does this by sponsoring many high profile professional athletes, such as Cristian Ronaldo, Lebron James, and many more. These athletes can be seen wearing Nike products in their everyday lives, as well as in their professions. Nike also manufactures and provides uniforms for a wide range of sport teams such as Chelsea and many U.S colleges. (O'Connell, 2020)

In April of 2016, Nike had a one year revenue of \$31.9 billion and a market capital of \$100 billion. (Downie, 2020). In 2020, Nikes one year capital was \$1.086 billion. And Nike's capital expenditures for fiscal years ending May 2016 to 2020 averaged \$1.096 billion. (Capital Expenditures for NIKE, Inc., n.d) With all of this information, Nike is a very powerful brand that resides in the heart of many of its consumers. Nike has been standing strong since 1964,

becoming one of the top athleisure brands in the world over the 56 years the company has been around.

Secondary Data Summary (Puma -- 3/3)

Just like Nike, Puma is also one of the biggest brands when it comes to athleisure wear. Sneakers, hoodies, bike shorts, jogging pants, etc. If it's athleisure, Puma has it. Puma is recognized globally by their iconic logo of a leaping panther, as well as their slogan *Forever Faster*. Puma can be recognized for their hyper active commercials, that always feature upbeat music as people work out, play sports, run, etc. Their commercials always end with their logo portraying on the screen for a few seconds, making it known that what you just watched was Puma. Puma has been around for seventy years, and has always stood for the same message, which is speed, strength, suppleness, endurance and agility, all the same attributes that a successful athlete needs as well. (Verry, 2010)

Puma was founded in 1948, making the company now 72 years old. (PUMA'S History, n.d) Puma is a Germany based brand, and during 2019 Puma generated around 5.5 billion euros from global sales of footwear, apparel, and accessories. (O'Connell, 2020) Along with this, Puma's footwear sales have increased by around 1.27 billion euros since 2014, during which time the sales share of this segment has edged towards 50 percent. (O'Connell, 2020) They have done this by being endorsed by many celebrities, such as Kylie Jenner, Selena Gomez, The Weeknd and Cara Delevingne. Though, the most recognized celebrity for Puma is Rihanna, as she is their global ambassador for women's fitness and serves as its creative director for women's products. (Jervell, 2014) She has actually become the face of Puma, and even takes responsibility in helping design products. (Jervell, 2014)

Over the years, Puma sales have risen quickly. Puma is actually the third athleisure brand in the world. (O'Connell, 2020) In 2019, Puma apparel sales amounted to 2.1 billion euros, and increased by 381.2 million euros between 2018 and 2019. (O'Connell, 2020) Along with this, Puma accessories rose in 2019 but their accessories is their smallest business segment. (O'Connell, 2020) Puma has supported their company and helped increase sales by partnering with sports teams and athletes as well. For example, at the 2018 FIFA World Cup, the two players who finished the tournament were Romelu Lukaku and Antoine Griezmann. Both these athletes had endorsement deals with Puma. (O'Connell, 2020) Because of Puma endorsing many celebrities, sports teams and athletes, they have stood strong for 72 years, keeping their spot as the third athleisure brand in the world.

Experience survey (Nike -- 1/2)

Name: Daniel Vargas

Location: 565 5th Ave, New York, NY 10017

Position: Sales Associate

1. How long have worked for Nike as a sales associate?

I've been working as a Sales Associate for about six months now, almost seven.

2. What's a very popular shoe on the market?

At the moment, Nike has been selling a lot of Air Force 1's, Air Maxes, and Vapormaxs and a lot of running shoes. I'm always seeing those types of footwear leaving the store.

3. What is sold the most between clothing and shoes?

Shoes are always coming out of the store and I'd say the clothing is right behind it.

4. How often would you say you shop at Nike yourself and why?

To be very honest, I shop here pretty frequently, between

5. Do you get regular customers who always come and shop at your store?

All the time. Especially when something new drops.

6. What are the age ranges you see in your store?

We have products for everyone, so we see a huge variety of age ranges in the store.

7. Is there anything you would change about Nike's marketing strategies?

Honestly, no. I believe Nike has some of the best marketing right now, of all companies.

8. What does Nike as a brand represent to you and it's consumers?

Motivation. Even their branding of *Just Do It* feels powerful enough to motivate someone.

9. How many stores does Nike have in New York City?

Nine, including their headquarters.

10. What makes people love Nike and it's products?

I think just how iconic and motivational the brand is. They're a powerful brand that has such classic yet stylish designs, and have kept up with trends.

Experience survey (Puma -- 2/2)

Name: Perla Smirnov

Location: 609 5th Ave, New York, NY 10017

Position: Sales associate

1. How long have worked for Puma as a sales associate?

For about a year and a half now.

2. What's a very popular shoe on the market?

I would say it's the Puma Carina sneaker, typically in white.

3. What is sold more between clothing and shoes?

I think clothes and shoes sell typically at the same rate. Usually people come in looking for one or the other, but end up buying an outfit or a piece of clothing with a pair of shoes to go with it.

4. How often would you say you shop at Puma yourself and why?

Pretty often. Not only do I work here and get a bit of a discount, but Puma's clothing and shoes are extremely comfortable and I feel good in them.

5. **Do you get regular customers who always come and shop at your store?**

We do! Most of our regular customers come in often, I want to say about weekly. They're always looking for something new, and when something new releases they're usually the first ones buying it.

6. **What are the age ranges you see in your store?**

I see a lot of teenagers and people in their 20's mainly. But we do have families coming in to shop for kids as well.

7. **Is there anything you would change about Puma's marketing strategies?**

Possibly to make commercials more known that it's a Puma commercial. I feel like when you see a Puma commercial, you're not sure what brand it is until they reveal the Puma logo at the end.

8. **What does Puma as a brand represent to you and it's consumers?**

Puma as a brand represents strength, to me and it's consumers. To be fast and quick and always moving forward, and to be the strongest you can be.

9. **How many stores does Puma have in New York City?**

Two, there's the one I work at on 5th avenue, and then on Queens Blvd.

10. What makes people love Puma and it's products?

I think the fact that Puma has always been quick to follow the trends, while keeping true to classic Puma style and always being comfortable.

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