

Product Development Term Project

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Active8

Our brand name Active8, challenge is to empower the modern American woman throughout the clothing she chooses to adorn herself in for her day-to-day activities. No matter what kind of lifestyle the woman identifies with, we want her to feel confident but more importantly, comfortable in our garments. Made from only the best nylon, we provide activewear clothing that is lightweight, warm, good looking and gentle on the skin. Our core values are feminism, equality, and empowerment. We decided to release our ready-to-wear collection Pre-Fall 2020.

The demographics of the average customer of Active8 is a single female from any race that is between the ages of eighteen and thirty. They are a college student and/or a businesswoman. They are high school graduates or have obtained a degree. They belong to the upper middle class or high class and have plenty of disposable income to spend. The target customer is a person that's fashionable and goal oriented. Despite their busy lifestyle, they still appear youthful while relating to the term 'Boss Lady.' Their preferred method of shopping would be online shopping because it is easily accessible and features one click check-out and apple pay which makes it easy for them to purchase items on the go.

The top competitors of our company are Sweaty Betty, and Nike. They target the same consumers by selling similar clothing. But what makes our brand stand out is the fact that we may. sure our customers feel comfortable and confident in our clothing by using our slogan "Active8 your confidence". Our price points will be between \$100-300, which will be great for

our target customers. Active8 is the perfect brand because not only do we provide tracksuits that are made of the finest textiles, but we also make sure our garments fit perfectly on every woman. The ten products that will be sold in Active8's line are tracksuits, windbreakers, leggings, sweat pants, sports bras, t-shirts, crop tops. Plus, we are going to add bonuses such as hats, socks, and bags. Black will be the star color of the collection but, we will also use colors such as white, gray, nude, and blue. The fabrics we will use for our clothing will be nylon and cotton. Which are fabrics that feel nice and are breathable.

Active8 plans to target customers using our own website. Since our target consumer is always on the go and busy, we thought this would be a great way to purchase our clothing quickly and easily. We also chose to use social media, specifically Instagram. Mainly, because of our target consumers demographics that consists of millennials and generation Z, and they mostly use social media on a daily basis. We plan to create our own page that consists of our clothing along with our accessories. On our Instagram page customers will be able to leave comments or any questions they may have about our products. They will also be able to click the link in our bio which takes them directly to our website. The Instagram influencer we chose was Rubi Rose because she is someone that represents our ideal customer. She is a young college student who is studying law and runs her own business. She is technology savvy with a heavy social media following. So, we feel she would be the perfect person to attract people to our brand. Overall, Active8 is all about empowering all women to love who they are, embrace their figure and to always feel confident. Active8 is not just a brand it is a lifestyle, which fits any women. We want all women to "Active8" their confidence".