

FIT & FAB ATTIRE



Fit & Fab Attire

Taina Lewis, Aliyah Latif, Vanessa King, & Nelema Cona

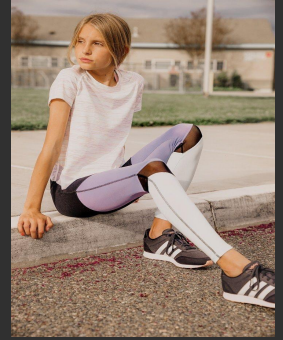
“Stay fit, don’t quit!” 

What is Fit & Fab Attire ?

- Fit and Fab Attire is a sportswear clothing brand designed for men and women.
- The leading developer of athletic apparel is Fit and Fab Attire, a leading manufacturer of high-tech sportswear and ready-to-wear clothes.
- Fit & Fab sells a wide range of sportswear products, including sportsbands, water bottles, and athletic shoes.
- Our goods are well-made and reasonably priced to satisfy everyone's needs.
- Our brand is primarily targeted at consumers in the sports community or those who desire a more "energetic" lifestyle.

Target Market

- Fit and Fiber Attire market from millennials and generation Z
- Range from children to adults mostly ages from 16-40
- Younger customers is more focus and concerned with social and environmental causes
- Our consumers is up to date in fashion
- They know how to style different clothing to “get a new look”
- Surprisingly they are real sports fan and very active



Cost

- Our main goal is to have our products affordable but also good quality for our buyers.
- We must concentrate on what matters, such as the sportswear's material, manufacturing process, and amount of time spent on each step.
- The sports bra will cost from around \$25-45, & the sports leggings will cost around \$30-50.
- Our other sportswear including sweatpants, leggings, sports bands, t-shirts, sweaters range from around \$20-\$65 depending on the fabric being used.
- When determining the price of the product, we must consider the sizes. Not all sizes require the same amount of cloth; some can require more.

Fabric

- **Bamboo**

- extremely lightweight natural fabric that is anti-static and moisture-wicking.
- breathable and stretchier than cotton
- more expensive than other popular selections due to the high quality of the fabric because it's odor-resistant, moisture-wicking, temperature-regulating, and unbelievably soft.



- **Polyester And Thermal**

- light, wrinkle-free, long-lasting, and flexible
- It is non-absorbent by nature, which implies that perspiration is not absorbed by this cloth and is instead allowed to dry on the material's exterior.
- provide maximum warmth
- The thick fabric keeps you toasty while also being sweat-wicking and breathable.

- **Nylon**

- The first manufactured fiber was widely employed in the manufacturing of women's stockings
- is an elastic, quick-drying fabric that is weather resistant
- The fabric allows cool air to reach the skin while simultaneously wicking perspiration from your skin to the fabric's surface, where it can properly evaporate, leaving you feeling cool and comfortable.



Fabric Continue...

- **Gore-Tex**

- a hybrid material that is used to make activewear such as gloves, coats, jackets, cagoules, and running shoes.
- last a long period while also being resistant to harsh situations
- not a standalone item, it is a synthetic layer that coats conventional materials to make them waterproof and windproof while also allowing your body to breathe and keeping you warm during intensive activity.



- **Cotton**

- excellent everyday fabric for warmer weather because it is lightweight and breathable enough to keep you cool
- does not absorb sweat, therefore it was not a good choice for athletic wear
- your clothes are likely to become wet and heavy
- If you sweat a lot or workout in a humid environment, you could feel like you're wearing a moist towel. So do yourself a favor and avoid cotton!!!



Quality & control process

- We want to focus on making sure our customers are satisfied with our products that they are purchasing.
- Fit & Fab places a strong emphasis on offering our customers a wide variety of fabric options. We believe it is crucial to have options when deciding which type of fabric best suits your needs.
- Our company wants to concentrate on making sure that our clothing will last a lifetime because many businesses struggle to make their products last, which casts a negative light on the business.

Merchandising

- Our store is filled with a wide range of both neutral and vibrant colored theme sportswear.
- Upon arrival into our store customers will be greeted with a fine welcome from our employees along with different genres of songs.

