

Reduce, Reuse, Exercise.  
Sportstivity.

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## Abstract

The fashion industry is constantly evolving, and new trends are always on the rise. With the rise of social media, we can see the trends that are quickly coming in, and what brands are able to keep up with them. By researching and identifying the major fashion trends in a target market, shopping the market, analyzing comparable product offerings, determining changes in a product and evaluating the fabrics selected are all ways one can begin creating their own private label apparel line. This project entails the use of all of these factors, as well as determining cost, discussing quality control and all of the methods for merchandising a new private label.

## Biography

### Marisol Arriola



Marisol Arriola is a student currently enrolled in New York City College Of Technology majoring in business and technology for fashion. She graduates for her association's degree Fall 2020. Marisol is a certified nail tech that is interested in becoming an entrepreneur after graduation and hopes in the future to be the boss of multiple small beauty shops in the city and a clothing line in the future.

Shafana Begum



Shafana is a junior at New York City College Of Technology, located in Brooklyn, NY. She is pursuing her bachelor's degree in Business and Technology of Fashion and will graduate in Fall 2022. She plans to get her Masters in Computer Science and later create a Muslim friendly clothing line.

Katelyn Merrick

Katelyn Merrick is currently a student at New York City College of Technology, located in Brooklyn, NY. She is working towards obtaining her Bachelor's degree in the Business and Technology of Fashion, and will graduate in the Fall of 2021. She is aspiring towards working under major fashion companies to gain experience, before branching off and creating her own business revolving around fashion and makeup, as she is also a certified makeup artist.



Brannan Morel



Brannan Morel is currently a student at New York City College of Technology, located in Downtown Brooklyn, NY. He is working on obtaining an Associate's degree in Business and Technology of Fashion, to then transfer to another school in the Fall to continue towards his Bachelor's degree. He is interested in getting more hands-on experience in the fashion industry, and hopefully go onto become a stylist.

Phillip Shister

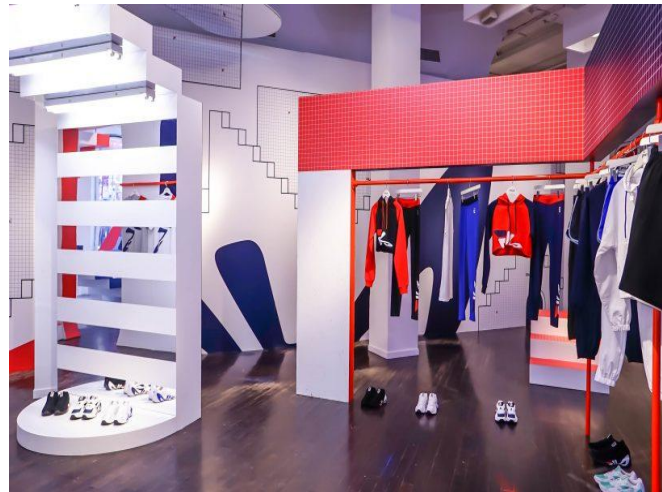
Phillip Shister is a senior studying at New York City College Of Technology and is majoring in business and technology in fashion. Once Phillip graduates with his bachelors he wants to transfer to New York University to pursue his masters degree in business. Phillip is interested in becoming an entrepreneur and wants to create a business of his own one day.





## Store Layout

Upon arriving at Sportstivity, you will be greeted by an array of colors and unique shapes inside the store, to create a fun and welcoming environment. A heavily loved aesthetic amongst our consumers are neon colors. Our store will greet you with an array of neon colors, as well as neutral colors to complement the neon. Neutral colors have always been a staple in athleisure wear, and when paired with a garment that is neon, you get a new trendy look. Upbeat pop music playing through the speakers, allowing the consumers to feel happy upon arriving. Along with the hearing aspect, consumers will also smell a light vanilla smell throughout the store, as vanilla is a welcoming smell that also



reduces any anxiety levels a consumer may have. (Editor, B. 2012) Our store will follow a loop layout. A loop store layout takes the grid's fairly predictable traffic flows a step further and creates a deliberate closed loop that leads customers from the front of the store, past every bit of merchandise, and then to the check-out. (Orvis, G. 2017) Along with this, customers are exposed to the most merchandise this way, but the path they take is controlled. (Orvis, G. 2017) There are also two major advantages to a loop layout such as, maximum product exposure and it's a

predictable traffic pattern. It's easy to place promotions and have the highest assurance they'll be seen. (Orvis, G. 2017) Sportstivity wants consumers to be able to walk the whole store, and be able to see every piece of merchandise that we offer. The path they take may be controlled by the layout, but we can assure that through the playful environment Sportstivity creates, our consumers will feel right at home and not mind seeing the store completely.

## Research of Major Fashion Trends

There are a handful of major fashion trends within athleisure wear. But to start, what exactly is athleisure wear? Athleisure is a combination of the two words ‘athletic’ and ‘leisure’. This type of style has become very popular over the last few years, and it includes apparel designed for workout and other athletic activities, but it is not limited to being worn while working out. You can see people wearing athleisure at casual social events, or even at work places. (*What Does Athleisure Wear Really Mean?*, n.d) As early as 1979, the term ‘athleisure’ was used in an issue of *Nation’s Business* to describe garments and shows for those who wanted to appear athletic. (Poplin, C. 2020) This started the idea that athleisure is meant to resemble exercise wear, but not to primarily serve as workout garments. In today’s modern definition of athleisure wear, it is described as casual clothing that can be worn for both exercising and general use. It is now meant for dual purposes, rather than just aiming for the aesthetic of exercise clothing. (Poplin, C. 2020)

Within athleisure wear, there are a variety of fashion trends. To start, neutral and neon colors are a major trend. (Krieger, J. 2020) Our consumers know that neutral colors look striking when paired with neon colors. For instance, as we can see in the photo, this consumer paired a neon yellow sweatshirt with a white turtleneck under it, creating a striking look.



Neon yellow sweatshirt with white turtleneck  
Source: (Krieger, J. 2020)

Another trend within our consumers and athleisure wear, is luxe fabrics. Consumers no longer want cheap or frumpy fabrics that pill after one wash. Today, consumers lean towards fabrics that have drapage, are softer, and are poly-blends that didn't exist just a few years ago. (Krieger, J. 2020) Consumers want fabrics that can transform from the office to home, from day to night, and just have a dual purpose. The use of spandex in older athleisure clothing doesn't have this dual purpose, but with the creation of new poly-blends, such as sponge fleece fabric which is made of high quality combed and ring-spun yarn, consumers can finally have a dual purpose garment. (Krieger, J. 2020)



Sponge Fleece Pullover Sweater  
Source: (Bella + Canvas Unisex Sponge Fleece Pullover Sweatshirt, n.d)

Consumers are also creating a trend of sustainable athleisure wear. Over the last few years, the concern of global warming and harming the environment has grown. The demand for more environmental friendly fabrics has grown with that concern. As a part of this concern, many companies are becoming transparent about how they source and manufacture garments. (Krieger, J. 2020) Over the years, with the rise of athleisure in the 70's, spandex was the go to material. Spandex, which is also called "elastane fibers", was invented in Germany in 1937 as an alternative to rubber (Spandex. n.d) Spandex is a petroleum based, synthetic fiber, made primarily of prepolymers, and because of this it is extremely harmful to the environment. Due to

the petroleum base, Spandex requires a lot of energy to reproduce, and it is not biodegradable. (Spandex. n.d) This means that when consumers finally decide to dispose of athleisure wear that has spandex in it, the Earth can not break it down to its core components, resulting in these garments polluting our forests, parks, fields and the sea. (Lee, K. 2019)



Sustainable Garments  
Source: (Runnells, R. 2019)

The last major fashion trend is logos spread across each item of clothing. Any major athleisure brand you can think of, such as Nike, Champion, Puma, Adidas, all spread their logo over their clothing. As we can see in the photo of the Nike shirt, whether it's Nike's famous check mark across a shirt, or their slogan of "*Just Do It*" down the pant leg of a pair of leggings, you can recognize the brand anywhere. But it isn't just the logo printed boringly on the front of a t-shirt. This trend has brands printing their logo in unexpected directions, even as stripes on a garment. (Krieger, J. 2020) Wearing a brand name and representing a brand name means a lot to consumers, and depending on the brand these consumers wear and represent, depends on what many others think of their fashion.



Nike Logo on shirt  
Source: (Nike. Just Do It, n.d)

in

## Target Market using VALS

According to the VALS system, the concept of primary motivation explains consumer attitudes and anticipates their behavior. (Strategic Business Insights, 2020) The VALS system includes three primary motivations for understanding a consumers behavior, which is ideals, achievements, and self expression.

(Strategic Business Insights, 2020)

Through the use of VALS, Sportstivity is able to identify our target market as Innovators. Innovators typically are always researching and taking in new information, confident enough to experiment, make the highest number of financial transactions, and have the widest variety of interests and activities. (Strategic Business Insights, 2020)

Sportstivity is a brand that prides itself on being up to date with trends, and being

eco-friendly. Because our consumers are innovators, they are able to realize how damaging



Target Market Example One  
Source: (Woodworth, S. 2020)



Target Market Example Two  
Source: (Zendejas, A. 2020)

fabrics such as cotton and spandex, which are popular in athleisure wear, are to the environment. Our consumers are confident enough to experiment with our neon colors, which is another trend in athleisure wear, and because they make a high number of financial transactions they are accepting of our price points. Sportstivity consumers also enjoy our products because of our dual purpose clothing, as they have a wide variety of interests and activities.



Target Market Example Three  
Source: (Woodworth, S. 2020)

The demographics of our target market is women starting in the early 20's. This is because women at this age are influenced by the trends around them, especially through seeing celebrities becoming eco-friendly and being confident in their clothing through social media. Many women are financially stable at younger ages, and don't mind splurging money on their clothing. Along with this, our target market is health conscious women, motivated by the ideal to be healthy and help support the environment where they can. They are willing to spend a little bit more money on athleisure wear as well. This is because our products have strong and durable fabrics, and we also feature fabrics that are better for the environment, such as REPREEVE and Vita. Our consumers, who are innovators, will enjoy these fabrics and pay the extra price for them, because they know they are getting the best quality with us and because they are familiar with eco-friendly material.

## Product Price Comparison

Sportstivity is a privatable label. In the fashion world, this means that you buy stock products from other companies who will sew your label into the product. (Fasanella et al., 2008) There are many other famous athleisure brands that are private labels. For example, Nike is a private label brand. This means that Nike is buying in bulk, switching some things to fit their target market and then putting their logo on it, just like Sportstivity is doing. Private labeling can be a long process due to marketing expenses, hiring a developer to enhance or make changes to your product, finding a niche target market and creating brand awareness. (*Private Label vs White Label*, 2018)

Pricing is a major key factor that contributes to a successful business. Sportstivity will lean more towards a value based pricing. Value-based pricing is the method of setting a price by which a company calculates and tries to earn the differentiated worth of its product for a particular customer segment when compared to its competitor. (Dholakia, U. 2016) There are a few ideas to understand when going about value based pricing. To start, focus on a single segment. The first thing to know about value-based pricing is that it always references one specific segment. (Dholakia, U. 2016) Then compare with the next best alternative. This pricing method only works when the target segment has a specific competitor's product they can buy instead. (Dholakia, U. 2016) The next idea is to understand differentiated worth. The next task is to figure out which product features are unique, that is, differentiated, from the competitor's offering. And finally, place a dollar amount on the differentiation. Meaning to calculate by estimating the dollar value of the differentiation features. (Dholakia, U. 2016)

With Sportstivity, our target market understands that our products are better because of the use of fabrics we use. This is our differentiated worth, as consumers will look at Sportstivity and



look at competitor brands, and understand why Sportstivity is a slightly higher price point. Along with this, due to being a private label and buying our fabrics in bulk, it allows Sportstivity to be able to price high, but still moderately enough where it won't affect our consumers wallets.

## Color Story

Following the trend of Sportstivity's target market, the color story Sportstivity has chosen to go with is with bright, bold neons as well as neutral shades. As stated earlier, the trend within Sportstivity's target market is bright neon colors, especially when paired with a neutral color. This will cause the neon colors to pop more, as the eyes will catch how bold the neon colors look against the neutrals.



Building a color story is important, as it brings uniqueness and balances out the clothing. Neutral colors also make a consumer feel as if their clothing is worth more than it actually is, and neutral colors cause garments to look more expensive. When paired with neon colors, it ties it into a fun and unique piece that's eye catching.

Fabric Story



www.idrawfashion.com

FS001



www.idrawfashion.com

FS002



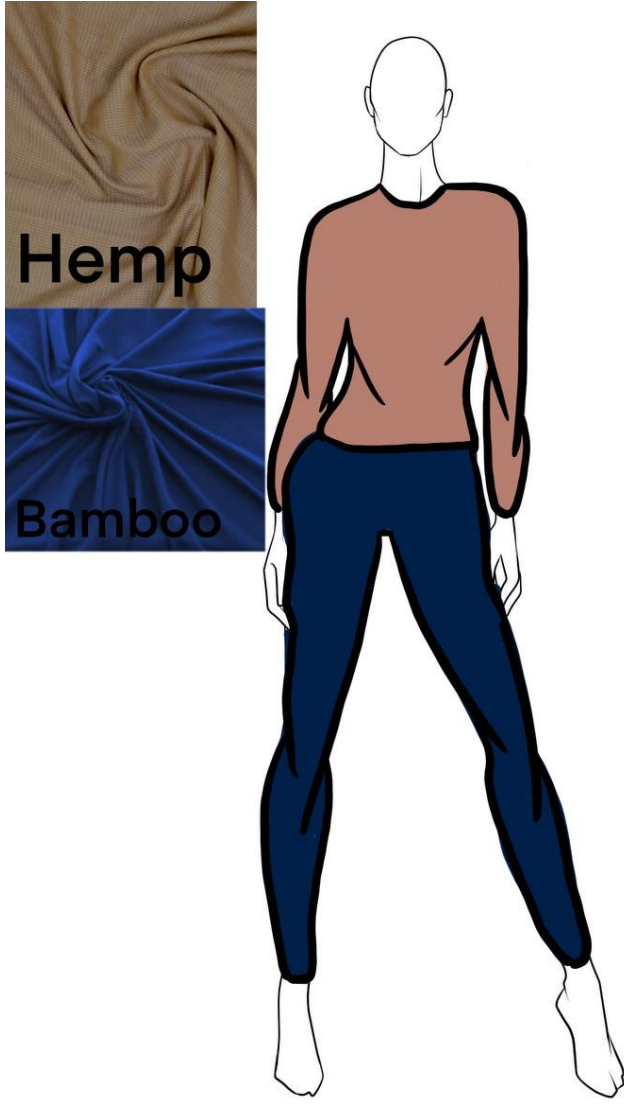
www.i

FS003



www.i

FS004



FS005



FS006

www.idrawfashion.com

## Final Costs

After looking at the market, and seeing prices of other athleisure brands, Sportstivity will be pricing their products in the same price range. As mentioned earlier, Sportstivity will lean more towards a value based pricing. Value-based pricing is the method of setting a price by which a company calculates and tries to earn the differentiated worth of its product for a particular customer segment when compared to its competitor. (Dholakia, U. 2016) With Sportsivity, products will be priced moderately because of this.

Leggings from FS001, FS002, FS004 and FS006 will all be priced at \$65 dollars each. This is because these leggings are created with Repreve and Vita, and have a higher price point. Leggings from FS003, and FS005 are created using Bamboo, this will result in a ten dollar discount, pricing at \$55 dollars. This is because Bamboo is easier to obtain than Repreve and Vita.

The shirts from FS001, FS004 and FS005 are all made out of our natural fibers of Bamboo and Hemp. This will have them priced at \$40 dollars each, while the shirt from FS003 will be priced at \$50 dollars, because it is made out of Vita. Along with this, the two sports bras Sportstivity offers in FS002 and FS006 will be priced differently then each other. The bra from FS002 is made out of bamboo, and will be priced at \$30, while the bra from FS006 will be priced at \$45 due to it being made out of vita. Lastly, the jacket in FS002 will be priced at \$60 dollars. This is because it is made out of hemp, and outerwear takes a bit more to produce, and other brands also have their outerwear priced at higher price points.

## Evaluation of Fabrics

With the idea of being eco-friendly behind Sportstivity, we use some of the highest quality of eco friendly material.

Within the last few years, recycled polyester had boomed, all because of the development of Repreve. Repreve is a high quality material, made of recycled water



Repreve Fabric Sample  
Source: REPREEVE®: Sustainable. Certifiable. Recycled.  
High-quality performance fiber. (n.d.).

bottles. (REPREEVE®: Sustainable. Certifiable. Recycled. High-quality performance fiber. n.d.)

Repreve is the world's number one brand of recycled performance fiber, made from 100% recycled materials such as post-consumer plastic bottles and pre-consumer waste. (REPREEVE® -

Made for the Good of Tomorrow. 2020) The bottles are sourced from across the globe, but the interesting part is how it is turned into fabric. The bottles are transformed into flakes and chips,

and then heated and extruded and spun into fiber, which is then turned into yarn. (REPREEVE® -

Made for the Good of Tomorrow. 2020) Repreve materials come in an array of options, such as staple fibers, filament fibers, fiber fill, nylon fiber, RPET resin and REPREEVE® Our Ocean™.

(REPREEVE® - Made for the Good of Tomorrow. 2020) Repreve is an amazing material for

active wear, due to its many benefits. For example, it's created to be a sustainable textile with wicking, odor control, water resistance, and more. (REPREEVE®: Sustainable. Certifiable.

Recycled. High-quality performance fiber. n.d.) Sportstivity consumers understand this is perfect

for that dual purpose clothing they love, as they can run around all day, and even work out, and

Sportstivity clothing will help them along the way.

The next fabric Sportstivity offers is Vita. Vita is a sustainable techno-fabric, made of regenerated Nylon that turns waste problems into a perfect solution for fashion and interior. (Vita Fabric: Carvico e JL. n.d.) This means that Vita is a blended fabric, partially made of recycled fishing nets. Sportstivity consumers understand the importance of this.



Vita Fabric Sample  
Source: Econyl Recycled Fabric • Carvico  
VITA Recycled Matt Nylon Lycra - Blu Scuro (Navy Blue) • Solid Stone Fabrics. (n.d.).

Every year, the Earth loses much of its ecosystems to pollution, especially from fishing nets. Fishing nets are not biodegradable, and end up in our oceans once consumers of fishing nets are done using them. So much of sea life is lost in injury and death from becoming tangled up in fishing nets. Just like Repreve, Vita has many amazing features. Vita offers muscle control, UV protection, shape retention, pilling resistance, and resistance to sun cream and oil which is perfect for those who like to work out under the sun. (Vita Fabric: Carvico e JL. n.d.) Although Vita is mostly popular for swimwear, it's still an amazing fabric for everyday wear that Sportstivity offers, due to its benefits.

For a more natural fabric feel, for Sportstivity consumers who aren't a fan of man made materials, Sportstivity offers two amazing fabrics. Bamboo and Hemp are amazing fabrics to replace cotton, as cotton is actually very harmful to the environment. Despite cotton being biodegradable, it is also one of the most environmentally demanding crops. To make a pair of jeans, about 10,000-20,000 gallons of water is used due to the percent of cotton in them, and



about 30,000 gallons of water is used for one cotton t-shirt. Along with this, cotton farming also uses a high level of toxic pesticides that seep into our Earth and our water. (Young, S. 2019)

To start with Bamboo, made by breaking down the woody part of the plant into mush with natural enzymes, and then the fiber is made by wringing. To create the fiber into yarn, it is then combed through and spun, and once in this yarn state it is called ‘bamboo linen’, which is actually similar to unspun cotton. (Smith,

C. 2018) This process requires no harmful chemicals, meaning there is no pollution when turning Bamboo into a fabric. In fact, it actually has benefits during the process of turning the raw material into fabric, such as the fact that there is no pollution, and even after a consumer is done using the clothing made of Bamboo. Bamboo is biodegradable, so the Earth will be able to break it down and decompose it, meaning all of its



Bamboo Fabric Sample  
Source: Bamboo Fabric, Natural Organic Bamboo  
Fabrics. (n.d.)

properties will return to the Earth eventually, instead of creating waste. Bamboo also has amazing benefits for athleisure wear as well. Sportivity consumers will love the fact that Bamboo is a light yet strong material, and feels just as soft as cotton. Bamboo also comes with anti-static properties, breathability, moisture absorbency, anti-fungal and hypoallergenic, dries quickly, natural UV protectant and odorless as it’s able to retain any smells you may have after working out. (Smith, C. 2018)

Finally, Sportstivity also offers Hemp as a material option. Hemp has amazing benefits to the environment, even during the

growing process and the process of turning it into a fabric. To start, growing hemp also leaves soil in excellent condition for any crop grown after it. This is because Hemp's strong roots penetrate about three feet or more underground than other crops, and these roots anchor



Hemp Fabric Sample  
Source: Hemp Viscose fabric. (n.d).

and protect the soil from runoff. (Hemp. n.d) Just like Bamboo, Hemp requires no pesticides.

Hemp also controls erosion of the topsoil and produces oxygen. Along with this, it is a renewable resource, and only takes about 100 days to cultivate. (Hemp. n.d) Hemp makes for perfect athleisure wear, and Sportivity consumers will love it. Just like Bamboo t's a strong fabric, but it is also hypoallergenic, it has the look of linen, it's good for hot weather, and UV resistant.

(Hemp. 2019)

## Changes and Notions

In sample FS002, there are a few things that will be changed. To start, the black jacket will be trimmed to become more cropped, resting above the high waist on a consumer, rather than the lower waist. Sportstivity's logo will also be added to the back of the jacket. It is a current trend amongst our target market to have the brand's logo along the clothing, and consumers will enjoy the logo colors matching with the rest of the outfit. Along with this, the pink sports bra under it was originally a thin bikini strap. But, due to the need of needing more support for sports and an active lifewear, additional fabric will be added to the straps to create a thicker strap. On the sides of the leggings, mesh pockets will be added. This is so the consumer will feel as if they are able to run out without needing to hold an extra bag, and can store their phone and wallet into the pockets.

In sample FS004, Sportstivity will be trimming the leggings into cropped leggings. Instead of full length and going down to the ankles, they will be trimmed to only go down to the knees. The extra fabric left over from the trimming will then be used to create side pockets on the leggings, adding pockets to both pant legs.

Lastly, in sample FS006, the top will be trimmed into a v-neck, rather than a crew neck. This is because the top will be able to be layered nicely with another garment under it, such as a neon turtleneck, for that pop of color that Sportstivity consumers love. The sweat pants on FS006 will also have a drawstring added, to be able to cinch in the waist and keep the pants up. The cinching of the waist will also add shape to the consumer, due to the fact that the waist will be defined, and the rest of the pant legs are baggy, leaving the eye to see an hourglass figure.

## Quality Control and Merchandising

Sportstivity believes in being eco-friendly, and there are many factors that go into being eco-friendly. As mentioned earlier, Sportstivity uses the best eco-friendly materials and fabrics on the market. But, how Sportstivity also produces its clothing is important in being eco-friendly. Being eco-friendly means that you are conscious of your carbon footprint on the environment. As a business, it also means how your company reduces the carbon footprint, and taking steps to prevent workers rights from being infringed upon. Sportstivity will be produced in America. This is because with fashion produced in America, it's very unlikely it will become fast fashion. Fast fashion is a major issue in the environment, and has inhumane ways of producing fashion.

Fast fashion is a mass-production of cheap, disposable clothing. Countless new collections per year makes consumers feel constantly out of date and encourages the consumers to keep buying more. (*Fashion & Environment*, n.d) This is terrible for the environment, because these clothes are made with cheap, non-biodegradable material, and the idea of pushing consumers to feel out of dates causes consumers to get rid of clothes quickly. These clothes that are disposed of quickly usually end up polluting the Earth, and the Earth's oceans.

There is also the issue of how inhumane workers are treated when clothes are produced in other countries. When companies have their products produced in other countries, workers' rights to be limited or non-existent. (*Fashion & Environment*, n.d) In major manufacturing countries such as China and India, the minimum wage represents about a fifth of the living wage. A living wage is the representation of the bare minimum that a family needs to fulfill basic needs, and these workers are paid only a fifth of that. (*Fashion & Environment*, n.d) Employees who work in these clothing factories tend to work in unsafe conditions. It is common for there to be no ventilation, for workers to breathe in toxic substances, inhale fiber dust or blasted sand in

unsafe buildings. It's also common for accidents, fires, injuries, and disease in textile production sites. (*Fashion & Environment*, n.d)

When it comes to merchandising Sportstivity to the consumers, there are many factors that play into it. To start, being eco-friendly and made in America are the biggest merchandising tools Sportstivity will use. Not many brands are eco-friendly and produced in America. This will draw people into Sportstivity, as people will recognize that Sportstivity is not a fast fashion brand who isn't concerned with workers rights. Sportstivity fights for the environment, and for the workers rights. It's all about being eco-friendly. Along with this, keeping up with the trends will be another way Sportstivity merchandises to consumers. Through social media outlets such as Instagram, Sportstivity will be in constant communication with consumers, and will be able to search through to see what the new trends are. Instagram will be the main factor of merchandising, and Instagram's new shopping feature will heavily be used, so the photos and page are all directly linked to Sportstivity's website.

## Conclusion

The fashion industry is constantly evolving, and new trends are always on the rise. With the rise of social media, we can see the trends that are quickly coming in, and what brands are able to keep up with them. Sportstivity is a brand that easily follows and keeps up with the trends. There are many factors that play into being an eco-friendly brand. From materials, fabrics, where, how and who produces the clothing all are important factors in being eco-friendly. Sportstivity prides itself on the eco-friendly materials we provide, such as Repreve, Vita, Bamboo and Hemp. These fabrics all have their own unique way of being eco-friendly, and being great for the environment. Sportstivity also prides itself on being produced in America, and not becoming fast fashion. This is because when brands turn to fast fashion, the environment suffers and the workers who are working in clothing producing factories are treated inhumanely.

All in all, after researching and identifying the major fashion trends, shopping the market, analyzing comparable product offerings at higher price points, determining changes in adapting the product to their market, evaluating the fabric selected for the product for performance specifications, determining the cost of the apparel product and discussing the quality control process that will go into the fabric and final product/line, Sportstivity is a brand that consumers will know and love for being eco-friendly, affordable, and for keeping up with trends.

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