

Elevated Athleisure

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Trend Story/Theme

Athleisure is a very popular fashion theme in today's society. It is an attractive feature that allows for the consumers to be comfortable and stylish at the same time.

This unique style of clothing will continue to be a trend for the Spring/Summer of 2021 and will hit their specific target market of those in their late teens to 30s age range including the Generation Z and Y.

Elevated butt Athleisure is different from your typical athleisure because of its versatility. It is a chic look that can be worn at work or on the weekend. It is a very transitional style for a variety of occasions.

Trend Story/Theme

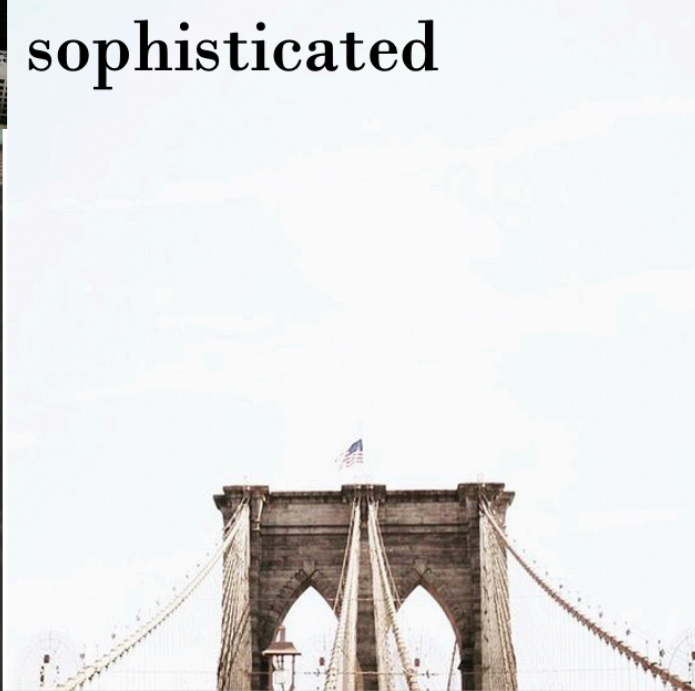
We see this elevated athleisure trend as the trickle-down theory as it originates from celebrities, bloggers, and luxury brands.

This trend has a neutral color palette of black, white, brown, and grey with some warmer colors mixed in.

From making joggers look chic with a blazer to pairing sneakers with dress pants the goal is to look chic and professional while still being comfortable. This trend is all about mixing function with fashion.



modern



sophisticated



streetwear



23 Street Station
Downtown & Brooklyn

R W

Enter with or buy MetroCard
at all times or see agent at
23 Street & Broadway

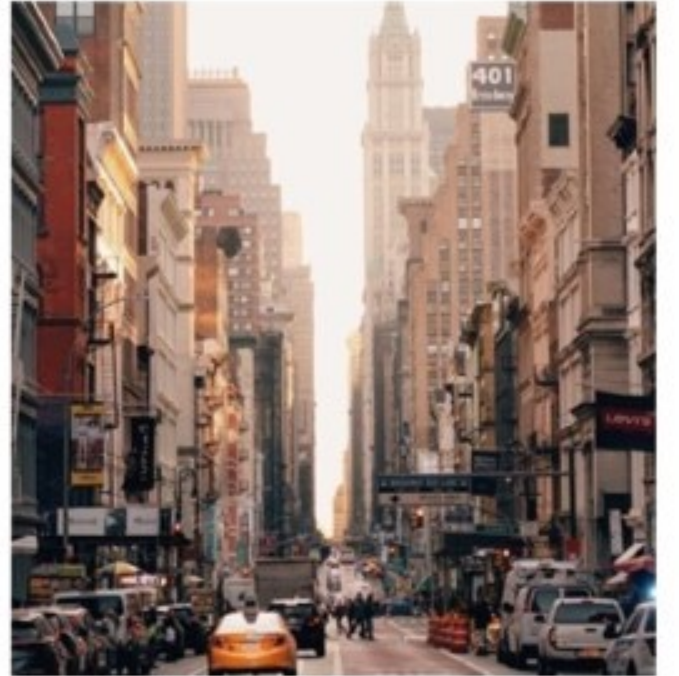


Digital Mood Board

This trend follows a woman who takes her work week looks to the weekend. This individual has her desk job Monday through Friday and likes to spend her weekend having brunch with friends and shopping.

The board shows all aspects of city life. From the architecture, to transportation, to food this shows how the woman of the trend would live her life.

The fabrics picked also represent the trend with their muted colors. The soft grey represents a jogger or a sweatshirt, while the houndstooth could be on a blazer.



Consumer Profile

Our consumer profile is targeting individuals from late teens to 30s age range.

The target for this trend live busy, active lives. They are currently pursuing a degree or have full time jobs. Elevating athleisure is convenient for them when going from a busy day at work or school to the gym/yoga etc.

Athleisure for them is all about staying comfortable without sacrificing that fashion forward lifestyle. They enjoy getting drinks with friends, shopping in the city and traveling all while staying comfortable and stylish.

The popularity of athleisure in Generation Z and Y seems to be from the growth of the health community on social media and the macro consumer trend “you are what you eat”. The sleek, effortless designs of elevated athleisure are perfect for day to day activities.



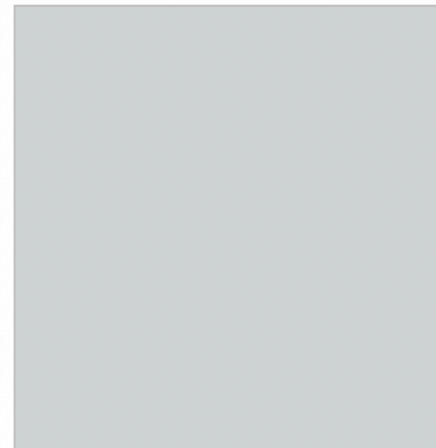
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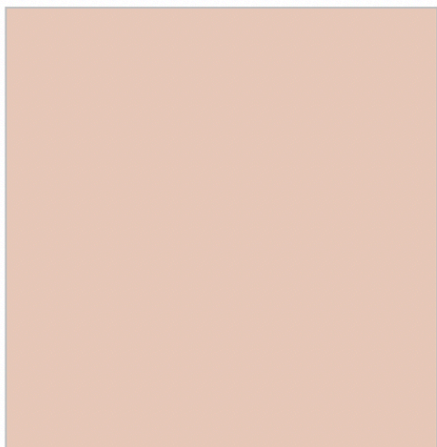
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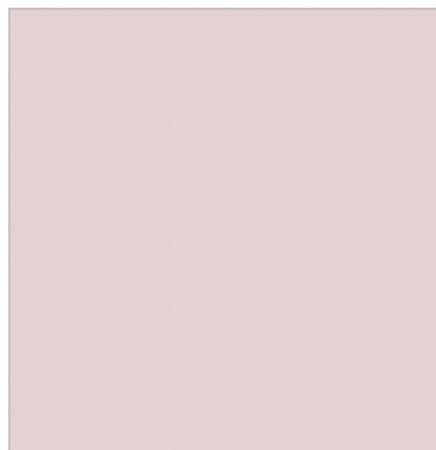
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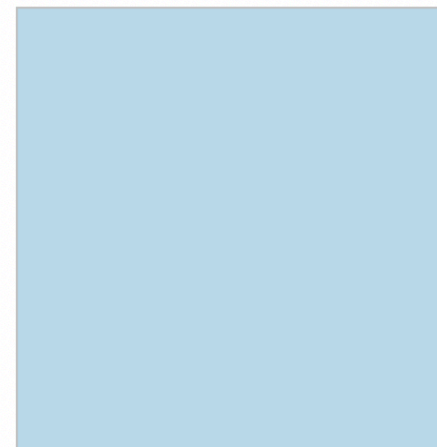
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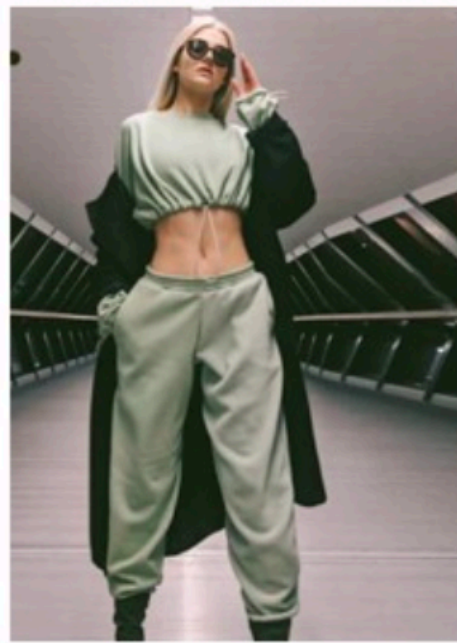


PANTONE®
Black 7 C

Digital Color Inspiration

Colors tell a story based on how companies want to express their brand image.

Our color story includes nudes, neutrals, blacks, creams/whites, and pops of color such as pinks and blues.



Materials/Fabrications

- It is important for materials in athleisure to not only be comfortable but also be functional for a range of activities.
- Fabrics such as spandex, polyester, cotton and nylon being some of the more popular options for athleisure. Our product line will have a variety of these for different garments.
- Spandex is popular for its stretch; it is form fitting but allows for a wide range of motion. Nylon is a very breathable fabric that dries quickly which is why it is good for athletic wear.
- Polyester is the one you see most often on labels, it is UV repellent and is non-absorbent, however, polyester tends to be a smelly fabric because it is a synthetic material. While cotton isn't necessarily the best for working out in, it is very popular in sweatpants, joggers, hoodies, etc.



The Look - Apparel

This particular mood board shows what this trend would look like in apparel. As you can see this is a very versatile trend as it can be workwear or a comfy weekend outfit.

The bottoms worn are either joggers, leggings, or a wide leg pant. The tops worn in this trend are a light sweater, sweatshirt, or a button-down.



The Look – Accessories

During the work week a classic black heel would be worn. During the weekend when running errands or shopping the woman who wears this trend will change into sleek sneakers.

This woman needs a bag that transitions easily. A backpack or crossbody is perfect so that she can be handsfree when walking around the city.

The sunglasses for this trend are a black cat-eye pair that go with everything. For jewelry she wears gold pieces that can be layered. All in all this woman exemplifies classiness and is chic.

Conclusion

- For the season of spring/summer of 2021, the overall theme is athleisure and comfort.
- By taking pieces of basic, athletic clothing and making it into everyday wear with a little extra jewelry, for example, is the elevated aspect athleisure.
- As stated above, this trend is heavily posted by bloggers and fashion influencers and has the potential to reach a large following on all types of social media platforms.