LINE EXTENSION ADIDAS SPORT PERFORMANCE

adidas soft sports
“EMPTY YOUR MIND OF ITS CLUTTER, GAIN EVEN MORE MOMENTUM”

DONALD JUDD, MINIMALIST
introduction

Adidas Soft Sports is a line extension for Adidas Performance. It is a concept created for men who practice soft sports. Soft sports include yoga, pilates, meditation and ballet barre.

Adidas Soft Sports responds to the wants and needs of The Mindful Athlete. This concept book functions as a guide for the line-extension for Adidas Performance.

Francisca van Holthe
Fashion and Branding, 2017
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"WE’RE OVERWHELMED WITH OUTSIDE NOISE, SO THE IDEA OF SIMPLICITY IS INCREASINGLY APPEALING"

ASAKO SHIMAZAKI, DESIGN DIRECTOR
simplicity  empowerment  Inclusiveness
the concept
relevance & trends
concept
The core of the brand Adidas is to provide every athlete with the best possible equipment to enable optimal performances. ‘No athlete behind’. Every innovation the brand makes needs to come from the wants and needs of athletes, no matter what sport. This vision shows that the athlete is most important to Adidas. By offering a soft sports collection for men, they live up to the core of the brand and have the opportunity to attract a new audience.

Adidas is a leading sports brand and speaks to a broad audience. The brand is aspirational to people and has the ability to create trends. Men and soft sports currently deal with negative stereotyping, making it difficult for men to start practicing these sports and feel confident about themselves. Adidas has the power to generate a better image, thus making it more popular for men to practice soft sports.

Adidas shows great affinity with soft sports and their latest collaboration with mindful lifestyle brand Wanderlust is a great example of that. Adidas x Wanderlust is a capsule collection offering yogawear for women. Finally, Adidas shows they acknowledge the importance of balancing the mind as well. The brand has created a holistic running concept, giving athletes the right tools for a healthy body and mind.

Adidas Soft Sports is an opportunity for Adidas to tap into the wants and needs of The Mindful Athlete and to stay true to the vision of the brand.
men and soft sports

Mindfulness is on trend. People are recognizing how important mental health is and incorporate it into their workout regime. Soft sports, such as yoga, pilates, meditation and ballet barre are therefore getting more popular among a larger group of people. A new group that feels attracted to these sports are men. We call these men The Mindful Athletes.

The fitness industry reacts to this by offering new forms of soft sports especially for men. They can now join a Broga or Bro Barre class. All sorts of men practice soft sports today, from soccer players, to businessman. Important role models, like the community Boys of Yoga and hipster yogi Patrick Beach are also important for the rising popularity of soft sports under men. They function as role models and show that even the coolest guys want to find their core and implement mindfulness in their lives. However, even though the sports are represented by these people, men who practice soft sports have to deal with negative stereotyping.

The perception of people who practice soft sports today is still one-dimensional. Soft sports are often perceived as feminine. Mainstream fashion brands and sport brands only cater to women and completely ignore men who are passionate about these sports. They often wear pyjama pants or running shorts to their classes, but this clothing doesn’t give them enough freedom of movement and makes them uncomfortable while doing their movements. Soft sports are about finding your core in mind and body, but the unsuitable sportswear these men have to wear currently block this.
Sports are getting more and more important in our society. This influences the current fashion landscape. Consumers want to look good while working out, but also after the workout. This asks for sportswear that can also be worn during down time. **Sport and fashion go hand in hand.** The trend athleisure is evolving. The definition of this supertrend is even taken up in the dictionary, defined by Merriam Webster: ‘*casual clothing designed to be worn for both exercising and for general use*’.

According to Stylus Fashion’s New Comfort report 2016, athleisure is dominating the apparel market and therefore the activewear is the fastest growing market at the moment.

Sports brands respond to this trend by designing more fashion oriented sportswear. **Further growth of the athleisure trend is expected for the upcoming years, which makes it an important trend to tap into.**
“OVER THE LAST YEARS I’VE SEEN A GROWTH IN GUYS JOINING MY CLASSES”

DANIEL GOBITS, YOGA TEACHER
the target group
concept
The Mindful Athletes are men who are dedicated practisers of soft sports. The soft sports these men practice are yoga, pilates, ballet barre and meditation.

The Mindful Athletes are independent individuals who are sensitive and value sustainability. They are willing to consume less in order to do good for the planet. These men most likely are vegetarian or vegan as they understand the impact the food industry has on the environment. When it comes to clothing they value sustainable materials and clothing made in good working conditions. This group is attracted by on- and offline communication and is drawn to straightforward and motivating tone of voice and visual language.

The Mindful Athletes are connected by the shared desire of going back to the core. The reason why these men want to go back to the core is because they get overloaded with information, choice and negative stereotyping. These factors make them feel stressed and trigger a need for cutting out noise and clearing clutter. By going back to the core they can focus on the things that matter to them.

Adidas Soft Sports targets The Mindful Athlete by offering a concept based on the philosophy of simplicity.

The concept of total simplicity allows The Mindful Athlete to find their core in mind and body.
find your core
Soft Sports are all about going back to the core. In order to find your core you need to empty the mind from noise and clutter. This can be achieved by the philosophy of total simplicity.

For Adidas Soft Sports, simplicity means going back the basics and eliminating all unnecessary details and distractions that are in the way of finding your core.
SIMPLICITY

Simplicity takes us back to the basis, removes noise and shows us what really matters in life. It removes clutter and creates space for focus and calmness, which eventually helps us to find our core in mind and body.

EMPOWERMENT

We empower men who practice soft sports and break with negative stereotyping. Soft Sports are not only for women.

INCLUSIVENESS

We believe soft sports can be practiced by every type of men and with every kind of level, from beginner to advanced.
LINE EXTENSION ADIDAS PERFORMANCE

ADIDAS SOFT SPORTS
peace comes from within the core

mission
adidas soft sports offers simplicity and smart technologies to create your own space
“SIMPLICITY OFFERS SILENCE AND CREATES SPACE”

MARIE KONDO, CONSULTANT
Adidas Soft Sports offers minimal sportswear designed without unnecessary details. The clothing should not distract the athlete, but instead trigger focus in order to find his core in mind and body.

The collection fulfils the wants and needs of the Mindful Athlete by being timeless, durable and comfortable.

**These brand values bind Adidas Soft Sports together.**

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**CENTRAL VALUES**

- Simplicity
- Empowerment
- Inclusiveness

**FUNCTIONAL VALUES**

- Innovative
- Durable
- Comfortable

**EXPRESSIVE VALUES**

- Refined minimalism
- Straightforward
Adidas Soft Sports offers a collection that allows the Mindful Athlete the most fluid motion when practicing soft sports. The collection offers suitable clothing for yoga, pilates, meditation and ballet barre.

The identity of the line-extension will be linked to the identity of Adidas Performance. Adidas sportswear has a high focus on the newest fabric technologies and material innovation. This will also be implemented in Adidas Soft Sports.

The philosophy of total simplicity is the core element of the collection. This concept is translated into the clothing by comfortable, innovative and simple designs with no unnecessary details that might distract in finding one’s core in mind and body. At Adidas Soft Sports we believe the simpler you make a design, the more important the quality of the details and materials become.

The concept of total simplicity also links to sustainability as it is about going back to the core and creating by using the bare minimum. This is implemented in the fabrics that are used. Adidas Soft Sports has a high focus on material innovation and always uses materials that are organic, durable and of high quality. Adidas Soft Sports creates products that last a lifetime to minimize the footprint Adidas has on the planet.

As Adidas is a fashion and lifestyle oriented sportswear brand, the collection is always created according to the latest trends and innovations. The clothing is designed to enhance the performance of soft sports as well as offering comfort in down time. The clothing can be defined as athleisure wear. A new collection will be introduced every season.
Adidas Soft Sports uses simplicity to get to the core of the body and mind. Simplicity means removing clutter, distractions and unnecessary details. Therefore the tone of voice of Adidas Soft Sports is clear, easy, to the point yet always inspiring. This way of communicating speaks to the target group and triggers them as they seek clarity in a world where their senses get overwhelmed by incentives due to an overload of information.

The tone of voice puts emphasis on the core of the product. It will always explain the functionality of the product and how it enhances the performance of the athlete.

Adidas Soft Sports is communicated through the tagline ‘FIND YOUR CORE’.
the brand identity

When Adidas Performance develops a new line it always includes main elements of the existing visual identity. To prevent confusion by the consumer, parts of the existing brand identity are implemented in the new concept of Adidas Soft Sports.

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colours

Adidas Soft Sports uses the base colours black and white, which are iconic for Adidas Performance. The new line differentiates itself from Adidas Performance by the use of the accent colours Calm Grey and Mindful Meteor Blue. These colours are chosen as they are part of the collection, but they are also in line with the concept as these colours trigger focus and calmness.

For all physical executions of Adidas Soft Sports, recycled paper will be used as Adidas strives to minimize the footprint they have on our planet. Recycled paper will be used for the hangtags, shopping bags, receipts and clothing labels.
font

Adidas Soft Sports makes use of the font **tex gyre adventor** in regular and bold. Adidas combines lowercase with uppercase and makes use of wide letter spacing. These design elements are also used in the brand identity of Adidas Soft Sports.

**TeX Gyre Adventor Regular**

a b c d e f g h i j k l m o p q r s t u v w x y z  
A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

**TeX Gyre Adventor bold**

a b c d e f g h i j k l m o p q r s t u v w x y z  
A B C D E F G H I J K L M O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

use of logo

Adidas Soft Sports uses the **Adidas Performance logo** with the recognizable three stripes. The logo is used in **black, Calm Grey and Mindful Meteor Blue,** but also in **white on black, Mindful Meteor Blue** and **Calm Grey.**

Adidas does not use a strict policy for logo placement in campaigns. For Adidas Soft Sports the logo will always be placed on the side of an image.
the strategy
aw 18/19 the thinker
mindful minimalism

innovative - durable - toned down colours - comfort - natural / core materials
Design inspiration for the first Adidas Soft Sports collection is based on the WGSN Active Forecast for A/W 18/19: The Thinker. It states that designs need to become more minimalistic and mindful as consumers focus on buying less, but better. It requires products that are intelligently designed and balance form with function. This design principle is translated in the collection by clean and simple silhouettes, intelligent and innovative materials and neutral toned down colours.

Accent colours that are used in the collection are Mindful Meteor Blue and Pine Green, because they trigger focus, consciousness and calmness. These colours help the athlete to find his core and thus help to enhance performance.
**product**

The collection of Adidas Soft Sports consists of t-shirts, tops, long sleeves, shorts with supporting briefs, performance tights, harem trousers and kimono sweats. In order to keep the collection practical the clothing is designed in an universal way, meaning yoga pants can also be worn to a ballet barre class and the other way around. The collection also features accessories, such as yoga mats, balance blocks and pilates rings. All the products are designed to offer the mindful athlete the most fluid motion when practicing soft sports.

Fabric technology and material innovation are what make the collection unique. The collection features the latest developments in fabric and material helping the mindful athlete to find his core. The durable and comfortable fabrics that are used are sustainable and organic, such as recycled polyester, bamboo and tencel.

**material innovation**

Material innovation is the unique selling point for Adidas Soft Sports. Adidas Soft Sports uses the latest fabric technologies to make innovative and durable sportswear. The materials that are used link to the concept of total simplicity and finding the core. Second skin, raw and natural materials and fabrics fit this concept.
skynfeel - second skin

For yoga, pilates and ballet barre clothing Adidas Soft Sports makes use of the unique material polyisoprene by Skynfeel. Polyisoprene is an alternative to latex that provides the same strength, but with a much softer and natural feel.

Polyisoprene is extremely strong and therefore durable and longlasting, making the clothing into a sustainable product. As the material is thin, lightweight and elastic it can be worn like a second skin giving the body freedom of movement. This second skin technology is ideal for active stretches and bending postures.

X-static

Soft sports can get quite sweaty. Sweat is not a pleasant smell and the discomfort of sweat can influence performance. This is why Adidas Soft Sports makes use of the intelligent technology X-Static.

The X-Static fibre is made with pure metallic silver providing permanent odor protection by eliminating the growth of bacteria. The fibre is woven directly into recycled polyester and does not wash out over time.

37.5 fibre technology

Adidas Soft Sports measures comfort through the interaction between apparel and the human body. The 37.5 fibre is used to define levels of comfort. This technology is integrated in the clothing and uses humidity as signal to detect discomfort. The fabrics have more than 10,000 active particles per skin pore, each of them working to process moisture before it becomes sweat. The 37.5 fibre delays the point of discomfort by beating sweat.

This fibre works perfectly with natural materials, such as bamboo, cotton and Tencel.
wellbeing fibres

Scent has the ability to make people feel calm and focussed. Therefore the collection consists of clothes with herbal scented fabrics. The textiles are designed with an open weave, allowing the scent to diffuse to the senses. These wellbeing fibres are most effective in combination with organic cotton.

The scents used are germanium and valerian as they provide comfort, lemon as it offers balance and peppermint because it promotes concentration and focus. The scent is activated by body warmth and touch and therefore will be released whenever the clothes are worn. This is perfect for relaxation during meditative poses and exercises.

Nilit - FIR technology

Muscle pain can affect performance in a negative way. That is why Adidas Soft Sports makes use of specialty yarns by Nilit.

The yarns help enhance performance of mindful exercises by increasing muscle elasticity. The specialty yarns release warmth when in touch with human skin to keep the muscles flexible and smooth. This technology is called FIR and means Far Infrared Radiation. FIR technology reduces muscle pain that can occur after a workout.
ADIDAS SOFT SPORTS
LINE-EXTENSION ADIDAS PERFORMANCE
price and positioning marketing strategy
price and positioning

At this moment there is no brand on the market offering men’s clothing for all type of soft sports. Adidas Soft Sports differentiates itself by offering clothing for men practicing yoga, pilates, meditation and ballet barre at low to mid market prices. The range consists of pieces from €20,- to €70,-.

Adidas can leave its competitors behind with Adidas Soft Sports as it is the only leading sports brand with a mindful sports image. Where soft sports brands always focus on balance and flexibility, Adidas Soft Sports positions itself as brand focussing on finding the core in mind and body through the philosophy of total simplicity.

The positioning of Adidas Soft Sports is measured after analyzing the competitors of Adidas. The analysis is based on price and image. The result of this analysis is visualized in a positioning graph which shows clear market opportunities for Adidas Soft Sports to establish itself as a mindful sports brand on the mid-market.
place

Adidas Soft Sports is available in all Adidas stores where Adidas Performance is sold. Adidas stores are located in central shopping areas of big cities. It is a strategic decision to sell Adidas Soft Sports in urban areas as this is where the target group works and lives. Placing the collection in stores on prime locations makes it easy and practical for the target group to reach these stores.

Next to Adidas stores, the collection will also be available at big established retailers, such as De Bijenkorf and Perry Sport. By placing the collection at other retailers besides Adidas it will be accessible to a wider audience and gain more brand awareness.

Online Adidas Soft Sports is available at the Adidas website via Adidas.com/men-softsports and at online retailers like Zalando.com and Asos.com.

Finally, the collection will also be sold at popular soft sports studios, such as De Nieuwe Yogaschool, Studio 191 and boutique gyms like Club Sportive and De Vondelgym.
promotion
marketing strategy
The most important tool for Adidas to promote its products is through visual marketing, both online and offline. Therefore, Adidas Soft Sports will also be communicated through visual marketing. The tools and media that are used to promote the line-extension are Adidas stores, billboards on busy places, like the metro and city centers and social media, such as Instagram.
the application
The hangtags of Adidas Soft Sports are inspiring and informative. The front of the hangtag always contains the Adidas Performance logo and the second label features an inspirational quote together with the tagline ‘find your core’. The other labels explain the materials and technologies used. The function of the fabric is explained by an technical symbol and a short informative text.

The brand colours Mindful Meteor Blue and Calming Grey are implemented in the hangtags. The Adidas Soft Sports colours are used to make it clear to the consumer that it is a different line.
**wellbeing fabric**

FEEL CALM AND RELAXED.
This garment is made out of a herbal scented fabric to comfort the senses.
Great for meditative poses and exercises.

www.adidas.com

**muscle elasticity**

INCREASE ELASTICITY.
This garment is made out of speciality fibres that keep the muscles flexible and smooth.
Great for meditative poses and exercises.

www.adidas.com

**intelligent freshness**

STAY FRESH
This garment is made out of X-Static fibre. This fibre contains pure metallic silver providing permanent odor protection by eliminating the growth of bacteria.
Great for mindful exercises.

www.adidas.com

**second skin**

STAY FLEXIBLE
This garment is made out of polyisoprene by Skynfeel. As it is lightweight, thin and elastic it can be worn like a second skin giving the body absolute freedom of movement.
Ideal for active stretches and bending postures.

www.adidas.com

**smart fabric**

STAY COMFORTABLE
This garment is made out of the 37.5 fibre with active particles working to process moisture before it becomes sweat.
Perfect for mindful exercises.

www.adidas.com
visual language
application of concept
**visual language**

Adidas Soft Sports wants to make it acceptable for men to practice yoga, pilates, meditation and ballet barre. To get this message across the visual language is honest and realistic. The use of different types of models shows that soft sports are practiced by all sorts of men. This speaks to the target group as the group consists of different types of characters.

Adidas Soft Sports is inclusive. This value is communicated by showing beginner and intermediate soft sport poses. In order to also speak to men who do not practice soft sports, the images also communicate relaxed and non-active poses.

The style of photography is calm and natural. Adidas Soft Sports will always use natural daylight in serene clean environments. The brand identity is communicated through the use of the Adidas logo.

The visual language needs to inspire the consumer, but also sell the brand and the product.
In-store communication is an important tool of promotion for Adidas Soft Sports, since a part of the target group already shops at Adidas.

Adidas Soft Sports will be placed next to the products of Adidas Performance at the men’s department. The collection will be communicated through the use of collection images that are strategically placed throughout the store. The images are placed at the cash registers, changing rooms and shop windows.

To inspire the consumers and inform them on how to combine the clothing, the images will also be placed next to the collection.
Adidas is a great user of billboards as a tool to promote their products. Billboards are a strong communication tool as they reach a large target audience. Adidas Soft Sports will be introduced via the same way as Adidas already uses advertising on billboards. The collection images are used for these billboards. The billboards are strategically chosen in big cities and close to training studios. The billboards are clear and to the point, yet always inspiring.
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find your core

find your core
On social media Adidas Soft Sports will be promoted via Instagram. Instagram is used consistently by Adidas and also the most popular social media source used by the target group.

The collection images are used to inspire the consumer and to introduce Adidas Soft Sports. The Instagram feed will also consist of informative product images to show the functional and technical side of the collection.

The bio of the Instagram will link to an interactive page about the new collection on adidas.com.
adidas

Discover Adidas Soft Sports. #FINDYOURCORE
a.did.as/findyourcore _Launching May 17._
adidas

Steady the body, calm the mind. #FindYourCore #softsports

80.824 likes

adidas

Steady the body, calm the mind. #FindYourCore #softsports

load more comments

tonnsh__ Beautiful photography
thomasdel @lemonilo look at this, finally clothing for us!
Chad1990 When is this available in store?
derikolie 👏👏👏
henry_12 Really nice!
tom_ @chrisberg we can now get our gear at adidas, awesome.
oliverrr Been waiting for this forever...
lauensvd @maurits1832
Danroleyn Cool shot!
boysofyoga This is awesome adidas!

Add a reaction...
The simpler you make a design, the more important the quality of the materials become. Tap the link in our bio to learn more.

#SoftSports #FindYourCore
adidas.com

During the first month of the introduction of Adidas Soft Sports the line extension will get a prominent place on the homepage of Adidas.com. Adidas always uses its website to inform the consumer about product developments and new collections.

The story of Adidas Soft Sports will be featured on the front page and contains links to redirect the consumer to a shopping page and to an interactive page with information about the collection. The website also explains the innovative materials and fabric technologies used in the collection.
FIND YOUR CORE

DISCOVER HOW THE MATERIALS AND TECHNOLOGIES IN OUR NEWEST COLLECTION HELP FIND YOUR CORE DURING YOGA, PILATES, MEDITATION AND PILATES BARRE.

WELCOME TO ADIDAS SOFT SPORTS
"Simplicity gives peace to the senses and creates a deeper mindset."

Adidas Soft Sports