adidas soft sports

This mini proces book is a summary of my graduation research at the Amsterdam Fashion Institute. This mini proces book provides a clear overview of all the important conclusions, decisions and choices I have made. The book is chronologically structured. The main question that has guided me through this process is:

**How can Adidas tap into the wants and needs of men practicing soft sports?**

The answer to this question is Adidas Soft Sports, a line-extension I have created for Adidas Performance.

The topic of this project derives from my interest in health and sports and in particular mindful sports, such as yoga, pilates, meditation and ballet barre.

Francisca van Holthe
INT Fashion & Branding
table of contents

09 PHASE 1:
07 starting point & overview project
10 orientation soft sports
14 survey no.1
18 brand research
20 Pitch check 1
24 conclusion orientation phase

25 PHASE 2: RESEARCH
26 target group
30 adidas
34 market
35 trends
36 Pitch check 2
38 summary phase 1 & 2

40 PHASE 3: CONCEPTING
41 inspiration for creative concept
42 concept development
45 brand key
46 summary phase 3

48 PHASE 4: EXECUTION & PRESENTATION
49 products to deliver
50 collection
54 material innovation & fabric technologies
57 brand identity
58 photoshoot
65 image selection
70 presentation
73 summary phase 3
76 source list
In order to find a subject for my graduation project I have looked at personal interests and preferences. I wanted to have a project that would keep me enthusiastic and passionate. This is why I started looking into the field of health and sports. In specific mindful sports, such as yoga, pilates, ballet barre and meditation. I call them soft sports.

During my classes I noticed that soft sports is a women dominated world. After a yoga class I spoke to Jan, a young men really passionate about the sports. He told me that one of his biggest frustrations with the sports is the lack of suitable sportswear. To his classes he would wear uncomfortable running shorts that lack in comfort and support. He said: ‘For women you find anything in the nicest shapes and colours, for men there is almost nothing’. This conversation together with my interest in soft sports have been the starting points for my graduation project.

overview project

concept
A line extension for Adidas Soft Sports that taps into the wants and needs of men practicing soft sports

target group
The Mindful Athlete: men that practice yoga, pilates, ballet barre and meditation (soft sports)

relevance
The sportswear market only caters to women who practice soft sports and completely ignore men who are passionate about these sports. These men wear unsuitable clothing to their classes, such as pyjama pants or running shorts.

This gap in the market is a great opportunity for a sports brand to tap into, since men practicing soft sports is a fast growing market.

goals
create a concept for men practicing soft sports and reaching a wide target audience

find a brand that fits the target group and concept

in-depth research into target group

break negative stereotyping
(IT’S COOL FOR GUYS TO PRACTICE SOFT SPORTS!)

stay true to own style and creative handwriting
phase 1
preliminary research

/ men and soft sports, finding a target group + brand
Men’s Health: New Directions

Societal shifts and soaring obesity rates have seen record levels of men looking to the diet, health and fitness industries to improve both physical and emotional wellbeing. We examine men’s changing attitudes to wellness and the emerging opportunities for targeted products and tech.

SUMMARY

FLUID MASCULINITY Increasingly, fluid gender roles are causing masculine identity to fragment, creating new ideals of male strength and, in turn, significant product and service opportunities.

UNTAPPED POTENTIAL The global weight-loss industry is predicted to be worth $361bn by 2017 (MarketsandMarkets, 2013), but it has yet to capitalise on the rising numbers of men seeking to lose weight and improve their wellbeing.

WELLNESS TECH Mounting pressure to stay in shape and look good is affecting the emotional wellbeing of many males. As a result, we expect to see a surge in mood-reading tech devices that offer a discreet way for modern men to stay in touch with their feelings.

FITNESS FIRST Fitness-focused wearables that help male consumers track specific gym activities and sync with their diet plans represent a promising growth spot.

NEW DIRECTIONS IN MEN’S HEALTH

Stylus reports that fluid gender roles are causing masculine identity to fragment. Male strength is a more nuanced concept. Men are realizing the important of mindful sports and are starting to seek flexibility and balance.
Yoga en mannen zijn op zich geen nieuwe combinatie: 2.200 jaar lang werd deze hindoeïstische leer uitsluitend door mannen beoefend. In het Westen is yoga de laatste decennia vooral door vrouwen omarmd. Maar het tij is gekeerd. De voetballers van het Nederlands elftal, econoom Herman Wijffels, en filmsterren doen aan yoga.

SOFT SPORTS AND MEN

Men are practicing yoga and meditation more and more. It is practiced by every type of men: athletes, businessmen, soldiers, lawyers and so on. It is not only for the spiritual anymore.

NEGATIVE STEREOTYPING

Also pilates and ballet barre are getting more popular for men. However men and soft sports deal with negative stereotyping. This is why alternative versions are developed, such as BroBarre and Broga.

There was a time when men’s eyes would glaze over if they heard the world Pilates.

But attitudes are slowly shifting.
"To most guys, yoga is pink lycra and vegan chicks. It’s breathing deeply while doing poses named after animals and feelings. It’s done in dimly lit rooms with candles and incense, followed by gluten-free cupcakes and kale smoothies. And if that’s your mentality then you’re not alone. But it doesn’t mean it’s right."

**ORIENTATION INTERVIEWS**

**DAVID** - student religious studies

‘The Western world creates a feminine image for soft sports’.

**JIMMY** - pilates & barre teacher

‘I wear pyjama pants when practicing pilates’.

**Peter** - communication student

‘Yoga brands are expensive’.

**ROLE MODELS MAKING SOFT SPORTS MORE POPULAR FOR MEN**

BOYS OF YOGA is a community showing the faces behind the men who practice soft sports and make it more acceptable for men to practice these sports.
conclusion men and soft sports

Stylus reports that fluid gender roles are causing masculine identity to fragment.

The orientation phase shows that men who practice soft sports is a growing. More men are getting interested in yoga, pilates, ballet barre and meditation.

Soft sports are practiced by all sorts of men (young and old).

Men and soft sports deal with negative stereotyping as it is a world dominated by women. (This is an important factor to take into account when choosing a brand: the brand needs to have the power to brand soft sports for men) --> BIG SPORTSWEAR BRAND

Role models, such as BOYS OF YOGA and Patrick Beach make it popular for men to practice soft sports and try to break the stereotypes.

Men practicing soft sports can’t find suitable sportswear and are annoyed with the image they have.

There is no fashion or sports brand selling affordable soft sports clothing for men

Soft sports are seen as part of a lifestyle.

next step?

get to know the target group (observations + survey)

Daniel Gobits is 41 years old and practices yoga for already 8 years.

He is yoga/pilates/meditation teacher at TULA Amsterdam and gives hand stand workshops.
This survey was answered by 44 men practicing / interested in soft sports. The survey gives me valid insight about the target group and their opinion about soft sports, the market and preferences.

How old are you?

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>25 / 57%</td>
</tr>
<tr>
<td>25-30</td>
<td>10 / 23%</td>
</tr>
<tr>
<td>35-older</td>
<td>8 / 18%</td>
</tr>
<tr>
<td>30-35</td>
<td>1 / 2%</td>
</tr>
</tbody>
</table>

Age: 18 - 35 years old

What do you do in everyday life?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>23 / 62%</td>
</tr>
<tr>
<td>Working</td>
<td>20 / 45%</td>
</tr>
<tr>
<td>Other</td>
<td>1 / 2%</td>
</tr>
</tbody>
</table>

What mind-body sport(s) do you practise?

<table>
<thead>
<tr>
<th>Sport</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga</td>
<td>29 / 66%</td>
</tr>
<tr>
<td>Meditation</td>
<td>26 / 59%</td>
</tr>
<tr>
<td>Pilates</td>
<td>13 / 30%</td>
</tr>
<tr>
<td>Ballet Barre</td>
<td>6 / 14%</td>
</tr>
<tr>
<td>None, but I would like to</td>
<td>1 / 2%</td>
</tr>
</tbody>
</table>

Yoga, pilates, meditation and ballet barre are most popular

How long do you practise mind-body sports?

<table>
<thead>
<tr>
<th>Experience</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-5 years</td>
<td>32 / 73%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>7 / 16%</td>
</tr>
<tr>
<td>more than 10 years</td>
<td>5 / 11%</td>
</tr>
</tbody>
</table>

Do you agree with the following statement: 'Mind-body sports are usually seen as feminine'

<table>
<thead>
<tr>
<th>Agreement</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A little bit</td>
<td>22 / 50%</td>
</tr>
<tr>
<td>Yes</td>
<td>13 / 30%</td>
</tr>
<tr>
<td>No</td>
<td>9 / 20%</td>
</tr>
</tbody>
</table>

Agree that soft sports are seen as feminine

Would you like to see mind-body sports more popular among men?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Count / Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>31 / 70%</td>
</tr>
<tr>
<td>No opinion</td>
<td>10 / 23%</td>
</tr>
<tr>
<td>No</td>
<td>3 / 7%</td>
</tr>
</tbody>
</table>

Want soft sports to get more popular for men
Do you care about what you wear while exercising?
44 out of 44 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I do care about what I wear</td>
<td>12</td>
<td>32</td>
</tr>
<tr>
<td>Yes, a little bit</td>
<td>12</td>
<td>32</td>
</tr>
<tr>
<td>No, as long as it’s comfortable</td>
<td>9</td>
<td>35</td>
</tr>
<tr>
<td>No, it needs to be functional</td>
<td>9</td>
<td>35</td>
</tr>
<tr>
<td>Yes, I like to follow trends</td>
<td>2</td>
<td>43</td>
</tr>
</tbody>
</table>

Do you know brands that focus on men who are into mind-body sports?
44 out of 44 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>Yes</td>
<td>11</td>
<td>33</td>
</tr>
</tbody>
</table>

As a man who’s into mind-body sports, do you feel addressed by the current (fashion) market?
44 out of 44 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>29</td>
<td>15</td>
</tr>
<tr>
<td>A little bit</td>
<td>11</td>
<td>33</td>
</tr>
<tr>
<td>Yes</td>
<td>4</td>
<td>40</td>
</tr>
</tbody>
</table>

How would you describe your clothing style?
44 out of 44 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeless</td>
<td>12</td>
<td>27</td>
</tr>
<tr>
<td>Casual</td>
<td>11</td>
<td>25</td>
</tr>
<tr>
<td>Trendy</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>Minimal</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Modern</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Sporty</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

Would you like to see mind-body sports for men get more commercial?
44 out of 44 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>32</td>
<td>72</td>
</tr>
<tr>
<td>No</td>
<td>12</td>
<td>88</td>
</tr>
</tbody>
</table>

How much would you spend on a sport outfit?
44 out of 44 people answered this question

<table>
<thead>
<tr>
<th>Option</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-100</td>
<td>31</td>
<td>69</td>
</tr>
<tr>
<td>100-200</td>
<td>7</td>
<td>93</td>
</tr>
<tr>
<td>200-300</td>
<td>6</td>
<td>94</td>
</tr>
<tr>
<td>300-400</td>
<td>0</td>
<td>100</td>
</tr>
</tbody>
</table>
Where do you buy your sports clothing?

H&M, Nike, Assics
Different stores
Lululemon
I don't wear sports clothing
Lulu lemon, sports clothing stores
online
Lulu
Lululemon
Lulu Lemon, Sports Check
1/2 second hand, other 1/2 cheaper brands as h&m, bershka, zara etc.
HM bol.com or nike outlet store
Marshalls, Amazon
Sporting stores
Nike, Adidas
Online
Not in one place
A sports clothing store
Nike, Adidas, hm sport
Nike
Adidas
Adidas, Nike, HM
Most of the time Nike or Adidas, sometimes Under Armour
Adidas, Obey
Nike, Adidas, Lululemon
Lululemon and Manduka
Adidas or online
nike/adidas, perry sport, zalando
Usually Adidas, but sometimes cheaper brands such as HM
Speciality stores, I always search for the softest garments
Patagonia, Adidas, Nike
Ik bestel bij Lululemon, de yoga lijn
Usually Nike or Adidas
Nike or Perry sport
Nike.
Bigger sports brands
Adidas, Lululemon, Nike
Hm, Adidas, Specialty stores
HM sport
Adidas, Nike, Asos
Geen specifiek sport merk, ik draag gewoon los zittende kleding
For my meditation classes I wear sweatpants, they're from adidas
Lululemon, Nike
Asics, nike, adidas

Adidas was mentioned often as a brand where the target group already buys their sports clothing.

conclusions survey

- Target group is aware of the feminine aspect of soft sports and would like this to change
- Target group doesn't feel addressed by the current market, no brands selling soft sports clothing for men
- Target group would like to see the sports get more popular and commercial for men --> THIS ASKS FOR A BIG LEADING SPORTSWEAR BRAND
- Target group spends around 50-100 euro’s for a sport outfit --> THIS ASKS FOR A BRAND ON THE LOW OR MID MARKET
- Target group shops at Adidas and mentions this brand where they would like to see a soft sports collection
- Style elements collection: target group describes clothing style as timeless
- These men practice soft sports to find peace in their stressful lives (going back to the core)
What brand would you like to see add a mind-body sportswear collection to its range? (can be more than on
Nike, Adidas
Y-3
nike, adidas, lululemon
I think there are already brands who introduced yoga lines... I don't have any preference, maybe Nike?
None come to mind
- None
No idea
Any
H&M?
no comment
Nike, Ralph Lauren, Supreme
Lululemon, UnderArmour, Nike
Under armpit, nike
Nike, Adidas, H&M, Zara
Nike
Open
N/a
Adidas, Zara could be cool as fashionbrand
Another-Label
Adidas or Nike
Adidas or Nike I think
Maybe fashion brand, like Zara/HM so it's cheaper or Adidas, Nike
Adidas
Brand named above
Nike and Patagonia
Adidas
Adidas and Nike
Adidas
Would be easy if bigger sports brand would also sell clothes especially for meditation.
The brands I buy my sportswear at
Hm, Zara, Adidas of Nike
Nike / Adidas
No opinion
I don't know. As long as it's ethical.
Adidas, Under Armour, Reebok, Nike
Nike or Adidas
Hmm no real preference, but perhaps nike / adidas
No preference
Adidas
Weet ik niet
Adidas
Nike
I don't know

next step?

Find a brand to link to the project: research into sports brands

requirements
- low / mid market
- well known brand / strong influence
- brand that has affinity with soft sports
- innovative
- strong brand identity
- accessible and affordable

More than half of target group would like to see Adidas adding a soft sport collection to their current range
The survey and conversations with the target group give me valuable insights about their favourite brands. **The target group shows a preference for (big) sports brands. This is the reason why I want to link to a big sports brand to the project.**

### Sports brands
- Nike
- Adidas
- Puma
- Under Armour
- New balance
- Patagonia
- Asics
- Reebok
- Fila
- Vans
- The North Face
- Converse

### Fashion brands
- Zara
- HM
- Topman
- Mango
- Urban Outfitters
- COS
- Weekday
- Tommy Hilfiger
- Lewis
- Supreme
- Obey
- Ralph Lauren

**Target group shows more preference for a sports brand instead of a fashion brand**

### Criteria for research:
- short overview of brand
- target group
- price point
- USP
- Visual style
- Values
- Relation to soft sports

### Criteria for brands:
- Accessible
- Wide target audience
- Innovative
- Strong voice in market
- Able to make a chance
- Strong brand identity
- Fashionable
- Already has multiple lines
- Aspiring
- Leading in their field
- Affinity with soft sports
- Low/Mid market

**next step?**

research following brands: Adidas, Nike, Puma, Under Armour, Reebok, Asics, Reebok.
**BRAND RESEARCH**

**Nike**

Mission: “to bring inspiration and innovation to every athlete* in the world” “*if you have a body, you are an athlete”

Values: performance, authenticity, innovation, and sustainability.

Target group: Men, women and children from urban upper-middle and upper class.

USP: Nike differentiates by making innovative products which have global recognition. Target people on emotional level.

Price range: 30-200 EUR

Identity: technical, graphic, sporty and innovative.

Nike and Soft Sports: currently only for women, brand doesn’t show strong affinity with these sports.

**Under Armour**

Vision: ‘’EMPOWER ATHLETES EVERYWHERE’’

Mission: ‘’MAKE ALL ATHLETES BETTER THROUGH PASSION, DESIGN, AND THE RELENTLESS PURSUIT OF INNOVATION’’

Values: Authentic, performance, innovation

Target group: Under Armour targets consumers with a healthy fit lifestyle and athletes in various sports that have a strong desire for high quality comfortable fitting apparel and accessories.

Price range: 15 - 150 EUR

Identity: graphic, technical, colourful, inspirational, bold

Under Armour and Soft Sports: yoga and studio only for women. Collaboration with Misty Copeland (ballet dancer)

**New Balance**

Vision: ‘’We were born to move.’’

Mission: ‘’Our goal is to help you achieve yours.’’

Values: Teamwork, total customer satisfaction, and integrity.

Target group: Young men women and kids from the upper middle class segment.

Price range: 30 - 100 EUR

Identity: Graphic, colourful, sporty, bold

Reebok and soft sports: Strong focus on shoes instead of sports and lifestyle. No strong connection to soft sports.

**Reebok**

Vision: ‘’We believe that fitness is a way of life.’’

Mission: ‘’We see it as our purpose to inspire people to be their absolute best.’’

Values: Performance, Integrity, Diversity

Target group: The “fit-gen”: 22- to 30-year-olds who identify themselves by their workout routines.

USP: Challenge and lead the fitness world through creativity

Price range: 20 - 90 EUR

Identity: Youthful, graphic, toned down

Reebok and Soft Sports: Reebok has a high focus on fitness and training. They offer yoga studio wear for women and a small select collection for men.
Asics

Vision: ‘A sound mind in a sound body.’
Mission: ‘We pledge to bring harmony to the body and soul.’
Values: Respect, harmony, quality
Target group: Men and women from the upper middle class and upper class
USP: Shoes for Sports Enthusiast
Price range: 30 - 60 EUR (excluding shoes)
Identity: Technical, bold, colourful

Asics has a high focus on running, no direct link to soft sports.

Puma

Vision: ‘A better world’
Mission: ‘TO BE THE FASTEST SPORTS BRAND IN THE WORLD’
Values: brave, confident, determined, and joyful.
Target group: Men and women, 18- to 24-year-olds.
Price range: 25 - 150 EUR
Identity: street culture, celebs, fashion oriented

Puma has a very high focus on lifestyle in a way that it almost overrules performance sports.

Adidas

Vision: Every innovation needs to come from the wants and needs of athletes
Mission: ‘To be the leading and most loved sports brand in the world’
Values: authentic, passionate, innovative, inspirational, commited, honest
Target group: Men and women, 20-29 years old, urban upper-middle class
Price range: 20-120
Identity: clean, performance, innovative, sporty, lifestyle

Adidas and Soft sports: high focus on soft sports. Adidas X Wanderlust, yoga collection for women. + focus on mindfulness.

next step?

create a competitors graph to find out what the market opportunities are for adidas
Why did I choose Adidas?

- Adidas caters to multitude fields of sports. For women they already offer a yoga and studio line. A line extension for soft sports for men would be a logical step.

- Adidas speaks to a large target audience. The brand is leading in its sector and has the power to drive trends and create great awareness on these trends → men and soft sports.

- Adidas has affinity with soft sports and mindfulness: Wanderlust collection and in their social media channels. (However ONLY marketed towards women) + holistic runbase Boston/Berlin.

- Adidas offers quality and innovation for affordable prices. (need of target group)

- The target group is already connected to Adidas. The TG already buys (sports) clothing at Adidas + The TG mentions Adidas as a brand to add a soft sports collection to their existing range. (survey)

- Core of Adidas is ‘no athlete left behind’, they live up to this vision by creating a soft sports collection for men.

- Market opportunities on the mid-market as brand with mindful image.
Research Questions

How can Adidas tap into the wants and needs of men practicing mind-body sports through a line extension?

1. What are mind-body sports?
2. Who are the men that practice mind-body sports and what is their image?
3. What are the wants and needs of men who practice mind-body sports?
4. Who is Adidas and what is their brand identity?
5. What sports are currently represented by Adidas for men?
6. Who are Adidas’ competitors?
7. What is Adidas’ current marketing strategy?

Target group & Brand

The Urban Male Millenial
18 - 35 years old
Desire to slow down
Mindful lifestyles

Mind-body sports collection for Adidas
Mind-Body Sports

Stylus Trend Report 2016
“Consumers are increasingly paying attention to their mental health too, recognising that mental and physical health are complementary.”

Consumer Insight Studio 191
“One of my biggest frustrations with yoga and pilates is the lack of nice sportswear for men. For women you find anything in the nicest shapes, colours and sizes. For men there is almost nothing.”

BOYS OF YOGA - breaking the stereotype

feedback

- relevance topic is proven - ‘we believe in the relevance of your topic’
- verbal presentation clearer than boards
- find out: why are men getting into soft sports?
- research questions are too focussed
- for next phase: research opportunities to create something new

next step?

move to second phase: in-depth research Adidas, TG, market and trends
overview orientation phase

subject
A line extension for Adidas Performance for men who practice soft sports

goal
Fulfil the wants and needs of men who practice soft sports

relevance
Soft sports for men + mindfulness + athleisure are on trend

problem
there are no brands offering affordable and innovative soft sports clothing for men (GAP IN THE MARKET)

end product
line extension Adidas Performance (concept book with marketing strategy)

research questions

main question
How can Adidas tap into the wants and needs of men practicing soft sports?

sub questions
1. Who is Adidas? (brand)
2. Who are the men that practice soft sports? (target group)
3. Who are the competitors of Adidas? (market)
4. What are the trends that Adidas can tap into? (trends)

research plan

desk research: articles, online articles, (trend) reports
field research: oberservations + in-depth interviews target group, interviews with experts, focus groups, surveys, store visit
phase 2
research

/the mindful athlete, adidas, competitors, trends
IN-DEPTH INTERVIEWS WITH TARGET GROUP

In order to fully understand the target group and their wants and needs, I want to have multiple in-depth interviews. I am going to interview men between 21 - 35 that practice soft sports (or have an interest in these sports), and that are also connected to the brand Adidas.

WHAT DO I WANT TO KNOW?

- Lifestyle, personality and character
- Personal values: what do they find important in life? (sustainability etc)
- Motivation for practicing soft sports and what sorts? (yoga, pilates, ballet, meditation)
- Possible issues - What solutions can Adidas give to their problem?

TARGET GROUP RESEARCH

Who are the men that practice soft sports?

All practice soft sports to de-stress, relax, go back to a basis (core)

Different types within target group: creative, optimist, perfectionist

Value sustainability (incorporate in collection)

Main group between 21 - 30 years old

......but it is more about a certain mindset

In clothing they seek high quality materials, affordable prices, comfort, neutral colours

Target group wants to feel manly when practicing soft sports

Don’t perceive Adidas as sustainable brand --> add this to new collection!

Clothes shouldn’t distract them, but help them to find more focus and clear the mind

men + soft sports have image problem, TG is annoyed by this

TG doesn’t want to worry about clothing while practicing soft sports (e.g. balls falling out shorts)

Name for target group: THE MINDFUL ATHLETE
#1 Jimmy - pilates and ballet barre instructor
‘Guys shouldn’t worry about losing their manhood.’ At this moment he wears pyjama pants to his classes + thinks shirts are too short. Practices these sports for flexibility. Perceives Adidas as open and loyal brand.

Character: happy, optimistic, enthusiastic, down to earth

#2 Ric - yoga & meditation
Believes it is a taboo for men to practice soft sports.
Likes neutral colours, soft fabrics, clothes need to support and cover. Believes soft sports are about connecting with yourself, feeling grounded, finding focus. Believes Adidas is about quality and innovation.

Character: manly, sporty, hard working,

#3 Peter - yoga
‘Those who haven’t tried laugh at me’ --> annoyed by negative stereotyping. Started with yoga to gain more focus. Also does running and sailing.
Likes plain and basic colours, desperatly looking for the right pants.

Character: Persistence, independent, sporty, urban

#4 Pepijn - yoga & meditation
Interested in politics and likes to travel. Practices meditation and yoga to calm the mind (de-clutter), hates that soft sports clothing is quite tight, values soft fabrics, no emotional connection to Adidas.

Character: eager to learn, sensitive, creative, spiritual

#5 Dancker - yoga & pilates
Practices soft sports to find inner balance, control. Is quite stressed due to this job at a consultancy firm. (also a reason to practice soft sports).
Doesn’t want to feel conscious about what he’s wearing during practice --> needs to be practical.
Values sustainability, not a strong opinion about Adidas.

Character: perfectionist, active, idealist

#6 David B. - ballet barre + interest in meditation
Goes to ballet barre with his girlfriend, combines it with running for flexibility. Interested in music and old films, feels less uncomfortable when he sees other men in his class, people assume he’s gay, because he does ballet barre, price conscious, values sustainability, but thinks it expensive.

Character: friendly, optimistic, down to earth, introvert

#7 David - meditation
Interested in religions and veganism, buys fair trade clothing, has great respect for other men that practice soft sports, believes the Western world creates a one dimensional image for soft sports (feminine)

Practices meditation to feel more grounded (find the core in life)

Character: open, loyal, emotional, creative

#8 Meric - yoga
Besides yoga he does crossfit and body building. Practices yoga to feel calm and rested. He goes to yoga whenever he wants --> no strict schedule.

In yoga clothing he seeks good materials and comfort. He would like to buy sustainable clothing, but too expensive

Character: analytical, likes pretty things, happy

Within the target group I found 3 different groups, however as they all share the same mindset I won’t incorporate this in the concept
In order to understand to what sort of visual language the target group feels attracted, I have created another survey. This is important for the upcoming photo shoot and visualization of the concept. The survey also gives me insights about specific clothing preferences.

**Where do you like logo branding?**

- Somewhere clearly visible: 39%
- Somewhere subtle: 17%
- Inside the garment: 44%

**What would you buy from Adidas Soft Sports?**

- Suitable pants: 28 (87.5%)
- Shorts with logo: 22 (66.7%)
- T-shirt with logo: 17 (51.5%)
- Tank top with logo: 0 (0%)
- Hoodie: 2 (6.3%)
- Yoga pants: 1 (3.1%)
- Yoga mat: 0 (0%)
- Balance blocks: 16 (50%)
- Sweater: 2 (6.3%)

**What colours do you like best?**

- Neutral colours: 73%
- Vivid colours: 25%
- Neutral colours + subtle colourful: 2%

**Do you like prints?**

- Yes: 88.7%
- No: 13.3%
conclusions survey #2

Target group likes **subtle logo branding** (this means no crazy big Adidas logo’s visible in the photo shoot)

Target group likes **neutral + toned down colours** --> try to find colour trend inspiration that links to this preference

Target group is attracted to **online and offline communication** --> important fact for marketing strategy

Target group is drawn to **recognizable and aspirational visual language** (however not too difficult) --> incorporate this in the photo shoot by showing beginner and intermediate poses

-->

```
<table>
<thead>
<tr>
<th>What image do you like best?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image 1</td>
</tr>
<tr>
<td>Image 2</td>
</tr>
<tr>
<td>Optie 3</td>
</tr>
<tr>
<td>Optie 4</td>
</tr>
</tbody>
</table>
```

```
<table>
<thead>
<tr>
<th>When do you feel attracted to a campaign?</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I can recognize myself in it</td>
</tr>
<tr>
<td>When it’s aspirational, people to look up to</td>
</tr>
<tr>
<td>When it inspires me</td>
</tr>
</tbody>
</table>
```

VS.

beginner / easy / relaxed poses

intermediate / active / dynamic poses
ADIDAS RESEARCH / DNA

Who is Adidas?

Since Adidas is already a well-known brand with its own brand book I decide to create a little DNA book highlighting the most important aspects of the brand. It gives me direction for the concept of the line extension --> Adidas Soft Sports.

THE CORE OF ADIDAS

Adidas is a German multinational corporation that designs shoes, clothing, and accessories. Adidas is the largest sportswear brand in Europe and the second biggest in the world. The brand was founded by Adi Dassler, whose goal was to provide each athlete with the best possible equipment to enable optimal performance. Adi Dassler's core vision: 'No Athlete Behind' is still the core of Adidas today. Every innovation the brand makes need to come from the wants and needs of athletes, no matter what sport. This vision shows that the consumer stands central.

The brand says: 'Through sports, we have the power to change lives. We work every day to inspire and enable people to harness the power of sports in their lives.' Adidas aims to inspire and empower its consumers.

The success of the brand also lies in its business concept. The business concept is based on three core principles: speed, key cities, and open source. Adidas wants to become the first true fast sports company to satisfy consumer needs, which means the brand will quickly replenish stock of seasonal bestsellers to optimise sales. Moreover, the brand focuses on six major global cities: New York, Shanghai, Paris, Tokyo, Los Angeles and London. The main focus is on these cities as 50% of the global population currently live in cities. Lastly, Adidas is an open source brand that invites athletes, consumers and partners to be part of the brand.

THE IDENTIY OF ADIDAS

Adidas has a wide portfolio consisting of sub-labels and designers collaborations. These are divided in three main segments: Adidas Performance, Adidas Originals and Adidas Sport Style.

Adidas can be described as a lifestyle oriented sportswear brand. Fashion, culture and sport are intertwined in the identity of the brand. Partnerships with Yohji Yamamoto, Kanye West and Stella McCartney show how Adidas combines sport and lifestyle. The brand also partners up with celebrities and famous athletes in order to stay relevant and noticeable.

Adidas constantly focuses on innovation, technology and sustainability. These values are visible in their collections. The collections are multidimensional, functional, technical and up-to-date according to the latest trends in fabric and material trends. The collections are for all kinds of sports and consist of colourful items alternated with more toned down colours. Adidas aims to target women, men, young adults and children from upper middle class or the luxury class. These groups in turn range from sports participants at the highest level to those inspired by sport.

Adidas speaks to its target group in an inspiring, aspirational, motivational and sometimes witty manner. The brand is not afraid to break taboos or stereotypes.

THE PURPOSE OF ADIDAS

Adidas always innovates and creates new concepts with the consumer in mind. It is the core for everything they do. Adidas believes that through sports they have the power to change lives. The brand does this by providing innovative and technological designed products to athletes so they can achieve their best performance.

Adidas also aspires to be a sustainable company. The brand continuously works towards a goal of being more sustainable in everything they do. Whether it is from removing plastic shopping bags from their stores to creating shoes out of ocean waste, Adidas says: 'The greatest footprint we can have is to not having one at all.' Adidas claims to never stop learning and improving their sustainability efforts.

Adidas lives up to their vision and ambitions by being authentic, passionate, innovative, inspirational, committed, sustainable and honest.
ADIDAS BRAND DNA

The visual identity of ADIDAS

Visual advertising is a key factor for Adidas to create brand and product awareness. Adidas is present offline and online. For offline communication, the Adidas store, magazines and television commercials are most important. Their online presence is communicated through the Adidas website and their social media channels: Facebook, Twitter and Instagram.

The campaigns of Adidas focus on new products and usually the individual is central. The tone of voice of the campaigns is informative, inspiring, aspirational and motivational both in image and text. Adidas features celebrities and famous athletes in their campaigns as role models, but also tells the stories of ordinary people. It is a mix between athletes practicing sports at the highest level to everyday sports participants. This is an interesting combination that makes the brand motivational and approachable at the same time. Adidas makes use of both (short) videos and images.

The tone of voice of Adidas is inspiring, aspirational, motivational and sometimes witty. The brand is not afraid to stand up for minorities and break taboos or stereotypes.

Adidas has a distinct corporate identity. The Adidas logo is always visible. All sub-labels have different logos, which makes it easy for the consumer to recognize what sub-label is represented. The brand uses its own personalized fonts. They make use of wide letter spacing, capitals, low caps and large font sizes.

ADIDAS PERFORMANCE

Adidas Performance is Adidas main label and mainly targets competitive sports. The focus is on running, soccer, basketball and football. However, Adidas Performance also caters to a variety of other sports, such as outdoor sports, weightlifting, training, studio and yoga for women. The focus here is also on innovation and technology and creating the best products for the consumer. Adidas Sport Performance helps them to achieve their best performance by making them faster, stronger, smarter and cooler.

Adidas Sport Performance has collections for men, women and children. The visual style of the clothing is a mix of colourful items alternated with more toned down colours and black and white. Sometimes the clothing is made more dynamic by graphic prints. The clothing is always recognizable by logo branding. The clothing is worn to practice sports, but also as athleisure, which means that the sports clothing is worn during downtime.

conclusions / insights brand research

- “Every innovation needs to come from a need and desire by athletes, no matter what sport.” --> Adidas shows to be open to cater to men who practice soft sports
- Foundation of brand: “No athlete behind, not now not then.”
- High focus on sustainability --> but not always clearly communicated
- Tone of voice: inspiring, motivational
- Adidas wants to educate people on mental and physical health
- Selling: high quality products for affordable prices
- Aim of brand: inspire and empower people through sport
- Already many links to soft sports and mindfulness: Adidas x Wanderlust (yoga), soft sports collection for women, Adidas holistic Runbase, Stella McCartney
**ADIDAS RESEARCH**

Who is Adidas?

**visual language:** In order to know what sort of visual language needs to be created for the photoshoot and communicated in the line extension I have looked at Adidas’ current visuals and images.

**marketing strategy:** Since I will create a marketing strategy including the 4p’s I have looked at how Adidas currently communicates new lines and products.

**marketing strategy:** adidas.com

---

An important tool for Adidas to communicate a new line or product is on the brand’s website.

A whole page is dedicated to this new line and certain items are highlighted, such as the tank top. There is a high focus on redirecting the consumer to the product page.

The page is dynamic and interactive, images are clickable and video’s start playing automatically.
visual language

not the typical ‘pretty’ face models: alternative

models are usually famous people/athletes or models

Athletic, cool, raw, energetic, strong

high focus on product (less on storytelling)

studio/gym or outdoors: city, beach, forest

use of Adidas logo: on clothes or placed on photo

active vs. non-active

masculine

shows commitment athlete

toned down colours, grey, blue

focus on individual

location: links to the sports that is features
MARKET RESEARCH

Who are the competitors of Adidas? How can Adidas differentiate?

In order to understand Adidas positioning and market opportunities I have looked at brands who already sell soft sports clothing for men. It helped me defining how Adidas can respond to its competitors and differentiate.

conclusions / insights

market research

- Most brands on the market focus only on yoga; other soft sports are excluded.
- These brands are not easy accessible as they are perceived by the target group as too spiritual, too expensive and boring. Some brands are not even sold in Europe.
- Brands are not clearly communicated --> lack of advertising
- Brands focus on balance and flexibility --> try to find a more unique concept for Adidas Soft Sports
**TREND RESEARCH**

What are the trends that Adidas can tap into?

In order to understand the relevance of Adidas Soft Sports, I have looked at several trends Adidas can tap into.

1. **New ideas on male strength**: gender roles are blurring in fitness industry (researched during preliminary research phase)

2. **Men getting interested in soft sports**: new forms are specially designed for men, such as Broga and Bro Barre (research during preliminary research phase)

3. **Athleisure**: fashion and sport go hand in hand - active wear market continues to grow

As the activewear sector continues to grow exponentially and sales in some traditional sectors (denim, shapewear) crumble, we explore a healthier fashion future built on extreme new ideals of comfort.

**Sizing up the opportunity**

Sports apparel and footwear sales are at an all-time high - growing 4% since 2009, with prospects for further growth of 5% by 2020 (Morgan Stanley, 2015). In contrast, sales of categories such as denim and shapewear were down - by 4% and 3% respectively in 2015 (NPD Group). Casualisation and the active revolution are undoubtedly the key drivers behind this seismic shift.

**Athleisure & Beyond**

Athleisure sales now form a healthy chunk of total apparel figures, with projected sales of £1bn by 2020 (The Wall Street Journal, 2014). As more people opt to invest in products with multiple layers of application - offering better value, wardrobe optimisation and investment in personal wellness - we see athleisure’s knock-on effect impacting on all aspects of our wardrobes.

**Material Matters**

The textile innovations that enable ongoing progress in performance sports product development are driving the consumer appetite for enhanced comfort and other wellbeing benefits in all aspects of their wardrobes. Proprietary developments like Uniqlo’s HeatTech lead the field, while sportswear brands are capitalising on their innovations by engaging beyond the active market.

**Actively Inclusive**

The concept of comfort is all encompassing in terms of appeal. Little action and attention have even been paid to inclusive, varied gender outfits, imitating a more inclusive approach. The market assumes that women are a market, with gaps in age and gender being identified, and opportunities fulfilled in more varied product development and marketing solutions.

**next step?**

Link all conclusions and most relevant insights to formulate conceptual starting points.
How can Adidas tap into the wants and needs of the mindful athlete?

Subquestion 1: Who is Adidas?

Adidas goal is to educate people also on mental health. Examples: Adidas x Wanderlust and holistic Runbases. The soft sports collection for men will strengthen their position as mindful sportsbrand.

Subquestion 2: Who is The Mindful Athlete?

The Mindful Athlete are conscious men between 21 and 30 years old with a desire to slow down by finding more balance in their life. The group consists out of three different tribes categorized by their personalities, The Perfectionist, The Creative Soul and The Optimist. What connects these three tribes is the motivation to practice soft sports. They all seek absolute comfort and balance.

At the moment the target group doesn’t perceive Adidas as a mindful brand as they believe it’s quite bold at the moment. They value subtleness and refinement.

Subquestion 3: Who are the competitors of Adidas?

By entering the soft sports market for men Adidas is competing against Lululemon, Ohmme, Prana and Manduka. Most of these brands only focus on yoga and meditation and excluding other soft sports, such as pilates and ballet barre. The target group perceives these brands as expensive and not easy accessible. The target group find these brands too expensive, difficult to reach, too spiritual or too boring and lacking personality. Adidas can differentiate by offering affordable clothing for every kind of soft sports and being inspiring to the target group.

Subquestion 4: What trends can Adidas tap into?

Soft sports and mindfulness: New ideas on male strength and a focus on mindfulness make soft sports more popular for men. Daniel Gobits, a yoga teacher at Tula Amsterdam said: "Over the last year I’ve seen more men practice yoga and I see that as a positive trend. It’s great for mental health and a rising market that will only grow in the upcoming years."

Athleisure:
Consumers want to look good during and after working out. This asks for clothes that can be worn during and after sport. Stylus Fashion’s New Comfort report 2016 is the fastest growing market at the moment.

Objective

Attracting a wider male target group to Adidas by offering highly comfortable essentials for soft sports in the form of an Adidas Soft Sports sub-label.

End product

LAUNCH CAMPAIGN: Find more balance

CONCEPT BOOK: marketing mix + brand manual + examples and executions

Conceptual starting points

GENERAL COMMUNICATION STRATEGY with focus on communication tools.

1. The mindful athlete practices soft sports to find balance, however feels currently restricted, because of unsuitable sports clothing.

   - "I’ve had a couple of situations, and I’d spare you the details, where I felt extremely uncomfortable."
   - Jan (yoga)
   - "Why is yoga clothing always so freaking tight?"
   - Pepijn (yoga and meditation)

2. The mindful athlete seeks absolute comfort.

   - People laugh at me when I tell them I practice meditation.
   - David (meditation)

3. The Mindful Athlete is tired of negative stereotyping.

   - "Every innovation needs to come from and feed and desire of the athlete, no matter what sport."
   - Adidas

Big idea

Adidas Soft Sports is a line extension for Adidas Performance. It is a concept created for men who practice yoga, pilates, meditation and ballet barre. It is innovative, empowering and gives comfort to the Mindful Athlete.

The big idea behind the launch campaign of the sublabel is FIND MORE BALANCE. Practicing soft sports gives the mindful athlete balance. However they can’t get the best out of their sports as they struggle with unsuitable clothing.

Adidas Soft Sports empowers men by finding more balance by offering absolute comfort. It helps men to get the best out of soft sports with the right kind of clothing and helps break negative stereotyping around men who practice soft sports.

Conclusion

Design of research and main insights
Embrace comfort, 
Find more balance

**feedback**

- **research is complete**: collected all relevant insights and why’s
- **missing**: creative concepting
- **play with insights to feel inspired**
- presentation was too much focussed on explaining relevance
- start collecting inspiration for creative concept!

**next step?**

GET INSPIRED! Look back at research and find a way to connect relevant insights.
adidas - desk research: online research (WARC, Adidas.com, Euromonitor, WGSN)  
field research: visited perry sports and Adidas originals store

- "Every innovation needs to come from a need and desire by athletes, no matter what sport." --> Adidas shows to be open to cater to men who practice soft sports
- Tone of voice: inspiring and motivational
- Aim of brand: inspire and empower people through sport
- High focus on sustainability, but doesn’t communicate this strongly
- USP material innovation
- Tone of voice: inspiring and motivational
- Visual language: realistic, people and sport stand central
- Current target group: 15-30yrs old - men, women, kids (upper middle class)
- Has the power to change people’s behaviour and opinion (break with negative stereotyping around men and soft sports)
- More focus on wellbeing mind and body: Adidas Athletics, Adidas x Wanderlust, Stella McCartney, holistic running base Berlin.
- Current marketing strategy: main source is Instagram, high focus on selling product, but also inspiring to consumer
- Colour palette is toned down with colourful accents

market - desk research: online research  
field research: Lululemon 9 straatjes

- Soft sports brands: Ohmme, Lululemon, Manduka, Prana
- Expensive: prices starting at 60 euros
- brands only focus on yoga
- Sport brands: Reebok, New Balance, Under Armour, Nike, Puma, Patagonia, Asics.
- These brands only sell yoga clothing for women
- Market opportunity for Adidas on mid-market.
target group - desk research: surveys, Facebook, Instagram, WGSN reports
field research: observations, in-depth interviews

- The Mindful Athlete: Men practicing yoga, pilates, ballet barre and meditation
- Independent individuals
- Conscious about the environment / care about the planet
- Have to deal with negative stereotyping (as a man practicing ‘feminine’ sports)
- Feel left out by the current sportswear market
- They don’t want to worry about clothing when working out (e.g. balls falling out running shorts)
- Desire to remove clutter, slow down and live in the moment
- Attracted by on and offline communication and is drawn to aspiring and motivational visual language
- Already shops at Adidas, don’t have strong opinion about the brand.
- Would like to see Adidas less bold.

trends - online research (WGSN, Stylus, WARC)

- More focus on physical health (mindfulness = on trend)
- Gender roles are blurring in fitness industry
- New directions in men’s health: seek flexibility (yoga, pilates, ballet)
- Soft sports on trend for men: role models make it popular and more acceptable: BOYS OF YOGA, Patrick Beach
- Clothing brands tap into mindfulness: Urban Outfitters organizes yoga / reiki sessions, Lululemon meditation walks
- Activewear market is booming: ATHLEISURE
- Sport Brands focus on fashion and lifestyle
phase 3
concepting

/ the creative concept
INSPIRATION FOR A CREATIVE CONCEPT

The research phase has given me many valuable insights to work with. However, I was stuck creating an inspiring creative concept. This is why I took some time after CHECK 2 to read books, watch films/documentaries and talk to inspiring people. I got inspired by the emptiness/minimalism movement.

**documentary minimalism (2017)**

*being content by owning only 1 item*

- ‘When I started letting go I felt freer, lighter and happier’
- ‘Every possession needs to serve a purpose’
- ‘Do more with less’
- ‘A life with fewer distractions’
- ‘Less things on your mind, makes you better as a whole’
- ‘De-clutter to free the mind’
- ‘Invest in timeless products that last a really long time’
- ‘Live a meaningful life with less’
- ‘Live life more in balance with fewer distractions’

**Adidas Athletics: Zero distractions**

*Finding focus before the game*

**religious movement: Puritans**

*being content by owning only 1 item*

- Disciplined
- Never letting go of own believes
- Extremely commited
- Minimal, neutral, toned down colours
- Mental strength
- Controlled, modest

Lived a minimal live in order to see important aspects of live

Believed in the philosophy of total simplicity

Only owned a bible (meticulous elimination of excess)

Purity

Puritans

controlled, modest
**CONCEPT DEVELOPMENT: PHILOPSHY OF TOTAL SIMPLICITY**

**concept 1**

**vision**
Simplicity gives peace to the senses

**core values**
Simplicity, Empowering, Inclusive

**mission**
Adidas Soft Sports helps to achieve balance between mind and body

This image doesn’t communicate the concept

Feedback Merel: perhaps it is not about finding balance, but about finding a core

Valid point: focusing on the core is more interesting than focusing on balance. All the other soft sport brands already focus on balance!

**concept 2**

**vision**
Simplicity gives peace to the senses

**mission**
Adidas Soft Sports helps to achieve balance between mind and body

**central values**
Simplicity, Empowering, Inclusive

**functional values**
innovative, durable, comfort

**expressive values**
warm minimal, refined boldness

Feedback after check 3: Rewrite vision + mission and expressive values

ADD material innovation to make concept more innovative

**focus on finding core in mind and body:** FIND YOUR CORE

This image is too feminine
concept 3 (FINAL) --> new vision/mission + values after CHECK 3

vision
peace comes from within the core

mission
adidas soft sports offers simplicity and smart technologies to create space

central values
adidas soft sports offers simplicity and smart technologies to create space

functional values
innovative, durable, comfortable

expressive values
refined minimalism, straightforward

concept explanation

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 to the basis and eliminating all unnecessary details and distractions that are in the way of finding your core.
HOW THE CONCEPT OF SIMPLICITY APPLIES TO THE BRAND, THE TARGET GROUP AND THE SPORTS:

**Adidas**

The concept of simplicity can be translated in the product range of Adidas Soft Sports. People are overloaded with different kinds of options, making them feel stressed out and disbalanced. Adidas Soft Sports will offer a selected range of products consisting of basic essentials, making it easier for the consumer to make better decisions.

Adidas is an environmentally-conscious brand which aims to apply sustainability in all facets of the company. Adidas says: ‘The greatest footprint we can have, is not having one at all’. Adidas wants to make its consumer aware that the planet needs us now more than ever.

The concept of simplicity links to sustainability as is about going back to the basis and creating by using the bare minimum. In a way it is also about less consumerism. This can be translated in products that are of high quality, long lasting, durable and sustainable. Products that last a lifetime.

**Soft Sports**

Soft sports breathe the concept of simplicity. They are about finding the core mind and body through a controlled mind. The only thing you need for these sports is the body. It can be practiced anytime and everywhere.

**Target group**

The Mindful Athlete: These men all practice soft sports to find balance in their stressful lives. Everyday they get overloaded with information and choice. They also have to deal with negative stereotyping as the Western world often perceives soft sports as feminine. All these things trigger a desire for cutting out noise, going back to the basis/core and living in the moment.

The Mindful Athlete values sustainability and is willing to consume less in order to do good for our planet.

**next step?**

create a brand key in order to fully understand Adidas Soft Sports
Sportswear brand offering minimal and innovative soft sports clothing for men

The Mindful Athlete: Conscious men practicing yoga, pilates, meditation and ballet barre.

1) competitive environment

2) target

3) insight

Men and soft sports are a growing market
A healthy body equals a healthy mind

4) benefits

Innovative newest fabric technologies, offering simplicity to find the core in mind and body

5) values & personality

Simplicity, Empowerment, Inclusiveness, Refined minimalism, straightforward

6) reasons to believe

Innovative soft sports clothing helping men to find their core in mind and body

7) discriminator

Leading sports brand in its field.

essence

FIND YOUR CORE
concept inspiration

- **New Puritan movement (WGSN REPORT):** value of only owning one item, mental strength, controlled and modest.
- **Adidas Athletics:** find focus by removing noise
- **Documentary Minimalism:** ‘Live life more in balance with fewer distractions.’ Remove clutter to see what really matters / what really is important

concept explanation

Adidas Soft Sports is based on the philosophy of total simplicity. Adidas Soft Sports helps to find the core in one’s mind and body by removing noise and clutter. For Adidas Soft Sports, simplicity means going back to the basis and eliminating all unnecessary details and distractions that are in the way of finding the core.

The concept is implemented in all facets of the line-extension, from the visual language, tone of voice to the collection and materials.

concept ingredients

- **Tagline:** FIND YOUR CORE
- **Vision:** peace comes from within the core
- **Mission:** adidas soft sports offers simplicity and smart technologies to create your own space
- **Central values:** simplicity, empowerment, inclusiveness
- **Functional values:** innovative, durable, comfortable
- **Expressive values:** refined minimalism, straightforward
- **Tone of voice:** clear, easy, to the point
- **Visual language:** honest and realistic
phase 4

execution / presentation

/ the collection, the photo shoot and presentation
products to deliver

Application of the concept
End presentation
Fabrics + information
Collection briefing
Marketing strategy: 4p’s
photo shoot
corporate identity
hangtags
website page with info about materials
instagram mock-up
ADIDAS SOFT SPORTS COLLECTION

For inspiration for the collection I have looked at Adidas existing range and at WGSN forecasts. As the collection taps into the trend athleisure it needs to be created according to the latest trends.

INTRODUCTION

The Thinker explores a new focus on learning, and sees a more holistic approach for active, encompassing the way we work, rest, travel and play.

Designs and materials become more intelligent; links between physical and mental performance are strengthened; and the way we interact with fitness devices becomes more intuitive.

SEASONAL STATEMENTS

01. Cognitive fitness is a new focus: the gymnasium becomes a place of leisure and learning, valued for both its mental and physical benefits.

02. The rise of ‘bleisure’ wear: as fitness becomes a more all-encompassing part of life, a new genre of bleisure (business and leisure) sportswear emerges, appropriate for business and travel.

03. Awareables are a new growth area: a new wave of ‘humanised’ emotional tech emerges, with devices that track mindfulness and analyse lifestyle habits to pinpoint stress triggers.

04. Designs become more minimalist and mindful: as consumers focus on buying less but better, more products emerge that are intelligently designed, ethically produced, and balance form with function.

EXECUTION

As consumers focus on buying less but better, products must deliver on multiple levels. A new intelligence drives sportswear which balances conceptual design with practical solutions and ethical manufacturing. Minimalist silhouettes and premium materials offer understated luxury, and clever approaches to sustainability and construction see products created from single processes or materials, such as the ‘footprint free’ sneaker made from repurposed CO2. Surfaces are unmarked by stitches or tooling, and feature origami-like folds to create pockets and panels.

Usage: all-day active, basics, loungewear

A new intelligence drives sportswear which balances conceptual design with practical solutions and ethical manufacturing --> link to innovative and sustainable aspect of the collection.

For inspiration for the collection I have looked at Adidas existing range and at WGSN forecasts. As the collection taps into the trend athleisure it needs to be created according to the latest trends.
Innovative/durable/comfortable/refined/natural/simple
No unnecessary details that distract performance

Easy tanks & t-shirts
Second skin long sleeve
Shorts (with supporting briefs)
Performance tights
Cropped tights
Harem trousers
Kimonob sweaters
Yoga mats
Balance blocks
Pilates gear
colour forecast AW18/19

INTRODUCTION

The Thinker has an intellectual focus, and colour creates that rare sense of wistfulness, reflecting the growing importance of mindfulness in the active sphere.

SEASONAL STATEMENTS

For studio training, take a break from the norm and tap into a more athletic approach to the classic gym aesthetic. Core Navy is key, but for a sophisticated twist, add a mix of rich tones of Deep Sapphire and Silver. Metallics add a sense of luxury and confidence: Cool Gray 10 and metallic versions of Chestnut and Camel replace core black as an accent rather than an afterthought. Core Navy and Silver have a sense of calm and are a good foundation, while metallic Chestnut and Oxblood act as a base and will add a more edgy edge.

COLOURS

DARK WONDER

Selection of deep chocolate browns and dark greys create a warm and transitional palette. Dark shades provide contrast and balance, while metallic versions of Chestnut and Camel add a sense of luxury and confidence.

DARK SOUL

Deep tones of dark green and purple create a rich, deep, and moody palette. Core shades of Chestnut and Silver act as a base, while metallics of Chestnut and Camelform add a sense of luxury and confidence.

THE THINKER

A rich palette of purple and green creates a deep, rich, and moody palette.

REFERENCE

COLOUR REFERENCE A/W 18/19 – PANTONE TCX

Accent colours: blue and green

Why? The colour blue stands for calmness, purity and focus. The colour green stands for consciousness, sustainability and natural/organic. These colour characteristics link to the values of Adidas Soft Sports and have a calming effect on one’s mind.
FINAL COLOUR PALETTE

neutral simple colours combined with refined blues and greens
As my concept needed a boost of innovation I added material innovation and fabric technologies. The materials that are used link to the concept of total simplicity and finding the core. Second skin, raw and natural materials and fabrics are used to fit the concept.

**Polyisoprene - Second Skin**

Taking the condom out of the bedroom and onto the running track, Dutch designer Pauline van Dongen and condom maker Skyn have created an experimental full-body jumpsuit made from the brand’s innovative ‘Skynfeel’ condom material. Designed specifically for long jumpers, to help increase flight through the air, the jumpsuit is made from polyisoprene, an alternative to latex that is more lightweight and softer to feel. As the video shows, it also features ‘dragonfly wing-inspired flaps’ that only open up during a jump and create ‘upward lift’.

How does this link back to ‘the core’?

The material is thin, lightweight and elastic so it can be worn like a second skin (almost like being naked: the core) giving the body freedom of movement.

**X-Static - Intelligent freshness**

The X-Static fibre is made with pure metallic silver providing permanent odor protection by eliminating the growth of bacteria. Silver is a raw material and therefore links back to the core.
Polyisoprene - Second Skin

Leading innovator 37.5 explores ideas around creating and measuring comfort, and the interaction between apparel and the human body. Looking at the stage at which people experience discomfort, 37.5 defines humidity as the signal. With a rigid protocol, participants with and without the 37.5 fibre are measured in their time to discomfort. Fabrics with 37.5 have more than 10,000 active particles per skin pore, each working to process moisture before it becomes sweat – therefore delaying the point of discomfort.

How does this link back to ‘the core’?

The 37.5 fibre delays the point of comfort by beating sweat. This technology removes all distractions that are in the way of finding the core in mind and body. This fibre works perfectly with natural/core materials, such as wool, cotton and Tencel.

Herbal scented fabrics / Wellbeing fibres

Scent has the ability to make people feel calm and focussed. The scents used are germanium and valerian as they provide comfort, lemon offers balance and peppermint promotes concentration and focus. The scents help finding the core in mind and body.
Nilit’s ever-expanding range of speciality yarns continues to grab attention. With the ongoing rise of wellness, Nilit is on point with its combination of functional benefits and soft skin-like hand-feel. Developments such as Innergy use FIR technology to enhance performance by increasing muscle elasticity, and are even trialled by the beauty industry as a way to reduce cellulite. Nilit also introduces antibacterial yarns through Body Fresh, focusing on increasing comfort, confidence and cleanliness. Longevity is increased by locking the benefits into the fibre rather than adding them as a finish.

**How does this link back to ‘the core’?**

This technology removes all distractions that are in the way of finding the core in mind and body as is help reduce muscle pain. Muscle pain can take an athlete out of his focus or can influence his practice in a negative way.
Adidas curent hangtag symbols are quite messy. In order to fit the concept of simplicity of the line extension, I've created symbols with a cleaner style.

** execution **

Adidas Performance logo, simple clean in light blue.

Inspirational little text inside of hangtag. Tone of voice: strong, short, to the point.

** final design identity **

CLEAR THE CLUTTER, MAKE ROOM FOR THE THINGS THAT MATTER

FIND YOUR CORE.

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.

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.

Second skin

STAY FLEXIBLE

This garment is made out of polyisoprene by Skynfeel. 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.

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
THE PHOTO SHOOT

photography style

With the photography briefing below I started looking for a photographer that fits this certain style and can help communicate the central values of the concept, which are simplicity, inclusiveness and empowerment.

Capturing controlled actions and relaxed poses

Representing soft sports: yoga, pilates, meditation, ballet barre. Showing this by different poses and actions.

Working with natural light
Simplistic forms and shapes / Showing spaciousness / Niet te veel ruis / Detail shots location

Shoot needs to capture how the philosophy of simplicity helps finding one’s core.

Working with natural light
Dynamic / Controlled / Multiple angles

Capturing details of clothing

use a natural and minimal photography style

decision
**THE PHOTOGRAPHER**

new Dutch photography talent 2016: Marina Murasheva

why did I choose Marina?

- Really impressed by her work: high quality, shows diversity in work, works a lot with male models
- She fits the style of the photography briefing I made: mix between dynamic and static
- Control of natural light
- Has contact with model agencies: Elite, Max Models, Amsterdam Faces
- Strong creative thinker
- Reliable: well and direct in communicating

next step?

find a good location + create a model moodboard for photographer + find create hair & make-up moodboard
MODELS

clean - diverse - athletic vs spiritual - not too much details in the face (e.g. no beard) - youthful - long and short hair

Adidas Soft Sports is inclusive. The concept of Adidas Soft Sports is about showing that Soft Sport is not for one type of man. From beginner to expert and for the bold and refined.

why these models?

- two different types
- bold and refined
- showing that soft sports are not practice by one type of men
- accessible to target group
- fit to the type of models Adidas uses

chosen models

Martijn and Jim are professional models from Elite Models Agency, which helps adding quality to the images.
HAIR & MAKE-UP BRIEFING

Martijn
Natural / Clean / Simple

Jim
Down to earth / Relaxed / Natural

why this hair & make-up?

- Simple, not too detailed
- Natural: hair&make-up shouldn’t be too complicated as it is about sports

LOCATION: STUDIO 13

why this location?

- Fits the concept of finding the core by the philosophy of simplicity as the location is simple and clean, not many distractions and details. The space looks like it could be a training studio for soft sports.
STORY BOARD (NON SOFT SPORT POSES)

zooming in + out
detail shots
close-up shots of products/clothes
shots of the location

clean
minimal
calm
natural
powerful /strong
simpistic
empowering
inclusive

why also non soft sport poses?
I also want to show the calmness and strength through non soft sports poses, to keep the visuals interesting and exciting. If the shoot would only contain soft sports poses it would get boring and repetitive.
options for yoga poses

Yoga outfits

Props

IMPORTANT:
Mix between beginner and intermediate poses to show diversity in level and make it accessible to everyone.

options for pilates poses

Pilates outfits

Props
options for meditation poses

Hands can also be relaxed on lap

options for ballet poses

Ballet Barre poses shouldn’t be too feminine, but still strong and powerful.
SELECTING MAIN IMAGES TO USE FOR ADIDAS SOFT SPORTS

This image represents the values and essence of Adidas Soft Sports the most as it captures simplicity, empowerment and inclusiveness. The image translates focus and puts emphasis on ‘finding your core’. It will be used as one of the main communication images for the line extension.

These two images show technical features and functionality of the clothing and therefore will be used on the Adidas Soft Sports page on adidas.com.

This image represents pilates and shows strength and core muscles. It communicates that you clearly need to be strong to practice soft sports and therefore breaks with negative stereotyping that it would be only for women.

These two images show the difference between men who practice soft sports. It is not for one type of men. It also captures focus and shows how simplicity helps you get to the core of mind and body.
This image represents ballet barre. I had difficulties capturing ballet barre ‘masculine’. I tried out many options with different poses, but this one speaks to most men as it visualizes ballet in a subtle manner.

This is too feminine and doesn’t communicate the core value of inclusiveness.

This image represents meditation in a non-obvious way. I wanted to avoid the cliche like meditation poses and choose something more Adidas-like.

It also strongly represents the core value simplicity.

The composition of these images emphasizes the space surrounding the models. This strongly communicates the mission: adidas soft sports helps creating your own space.

This image is chosen as it clearly communicates soft sports and the concept. It also shows the collection also offers accessories.

This detail shot is placed on adidas.com as it shows the quality and innovation of the materials used in the collection.
Sitting down with Merel after check three she told me I needed to add some technical elements to my images to make it more Adidas. This page explains the experimentation process and the final design.

- Text is too small and too specific
- Symbols don’t say enough without text and are too big
- Another tagline takes away the strength of ‘find your core’
- Arrows work, but needs more context
- Circle needs to be filled
- Circle needs to be as big as the ‘o’ in core
simple, clean, straightforward: the arrows, which stand for innovation and technologies point to a circle which symbolizes the core (the technologies help finding the core in mind and body)
during the last coaching class Merel told me an open circle fits better and looks more technical. I agree so the final poster design is with an open circle. (also moved logo up to give more space around the model)
What changes do I need to make for the final presentation?

Adidas Logo: change to blue colour to make it more technical and Adidas

Fabrics: 4 Big pieces of fabric + info

Hangtags: print on final paper

Target group book: don’t need it, because most important info is already in concept book

Use a white clean table --> simplicity

Cover concept book: recycled carton to get a "core" feeling across

Hang the posters on strings instead of against the wall
THE FINAL PRESENTATION

I want to keep the presentation simple and clean, but effective. It needs to look professional and it should be easy to follow.

**ingredients for presentation**

- The posters need to be noticed first and therefore are printed on A1 and A2. These images communicate the concept and values the best.
- Papers used are recycled and sustainable (links to sustainability Adidas)
- The concept book is placed prominent in the middle as it is the most important item on the table (end product)
- After reading the concept book the focus should be on the adidas material webpage and the fabric box with information. This part gives body to the material innovation aspect of the concept.
- Next the focus should be on the brand identity of the line-extension --> hangtags
- The design of the presentation is really simple and clean to fit the creative concept: the philosophy of total simplicity.

**decision**

- Keep lay out clean and simple to fit the concept
CLEAR THE CLUTTER, MAKE ROOM FOR THE THINGS THAT MATTER. FIND YOUR CORE.

FEEL CALM AND RELAXED. This garment is made out of a herbal scented fabric to comfort the senses. Great for meditative poses and exercises.
SUMMARY PHASE 4

the collection

Trend Inspiration Collection: WGSN Active AW18/19: Designs and materials become more intelligent: links between physical and mental performance are strengthened → MATERIAL INNOVATION

Colour pallet: Core colours are neutral, to fit concept of simplicity. Accent colours: blue and green. Why? Trigger calmness and focus / stand for consciousness and sustainability.

Product range: Second skin tee (active stretch), Kimono sweat, Supportive stretch short, stability tight, Harem jog, Cropped tight, Easy tank, Yoga mats + balance blocks (based on target group survey on preferences collection) → products are universal for all four sports. Why? To make the collection practical for target group.

Material innovation and fabric technology: Why? Makes the concept more innovative and is USP of Adidas.

the photoshoot

Target group likes a combi of accessible imagery (easy / relaxed poses) vs aspirational imagery (more advanced poses) → Shoot contains beginner and intermediate soft sport poses.

Target group feels attracted to a campaign when they can recognize themselves in it and when it is inspiring to them. (again this is implemented in the poses, but also in the use of models: two different types, Jim more refined and Martijn more bold.

Photography briefing: calm, natural lighting, simple → fit concept of simplicity / no clutter

Representing the four sports: yoga, pilates, meditation and ballet barre.

Location: Studio 13 → simple and clean, not many distractions or details. The space looks like it could be a training studio for soft sports.

Models: two different types → showing soft sports is for every men / recognizable for target group

Hair and make-up: simple and natural → it shouldn’t be too complicated or unnatural as it is about the sports.

Planning made for poses: important that it looks realistic and convincing
application of the concept

- **Brand identity**: partly taken from existing identity of Adidas Performance as it needs to stay recognizable to the Adidas Consumer.
- **Logo**: Adidas Performance Logo, sometimes used with ‘Soft Sports’ under it, to emphasize the new line.
- **Hangtags**: similar to existing hangtags, but designed in a ‘cleaner’ way to fit the concept of simplicity / no clutter. Feature the material innovation and fabric technology element of the new collection. Also contains an inspiring quote to fit the tone of voice: informative and inspiring.
- **Visual language**: honest and realistic. Why? By using this visual language Adidas Soft Sports can make it acceptable for men to practice soft sports.
- **Promotion tools**: In-store communication, outdoor advertising, social media, Adidas website. Why? These promotion tools are the main communication media that Adidas already uses. With this strategy Adidas can attract a wide target audience.
- **Adidas.com**: important for the communication of the new collection. The website is used to inform the consumer about the line-extension and the concept behind it.

final presentation

- **Final presentation** = clean & simple to fit the creative concept of total simplicity.
- **Adidas images**: added technical graphic elements to make the images more Adidas.
- **Fabric board**: fabrics give body to the material element aspect of the concept. I have chosen technical looking fabrics and materials to give the impression of innovative clothing.
- **Design concept book**: the book is printed on carton to emphasize the core element of the concept and bounded with an open binding.
- **Papers**: all papers used are recycled to fit Adidas vision: the greatest footprint we can have is to have none at all. --> sustainable aspect of Adidas


WGSN (2016). (online) Performance days 2017 at: https://www.wgsn.com/content/board_viewer/#/62233/page/1,2,3,4,5,6,7 (Accessed 13 May 2017).

images

Concept book

interviews

Daniel Gobitts (yoga teacher)
David Mulder (meditation and yoga)
Meric Atesalp (yoga)
David Beunk (ballet barre)
Pepijn Verbrugge (meditation and yoga)
Dancker Bijleveld (yoga and pilates)
Peter Csardas (yoga)
Jimmy Zeehandelaar (ballet barre and pilates)
Ric van Holthe (yoga and meditation)

Shoot credits

Photographer: Marina Mursheva
Model 1: Martijn
Model 2: Jim
Model agency: Elite Models
Hair & Make-up: Alina Stefan
Stylist: Laura van Geest
Location: Studio 13
Moral support + production: Barbara Krantz

Photo shoot team