

STATE OF FASHION STRATEGY MEETING
alo & the sportswear showdown
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SPORTSWEAR SHOWDOWN TREND

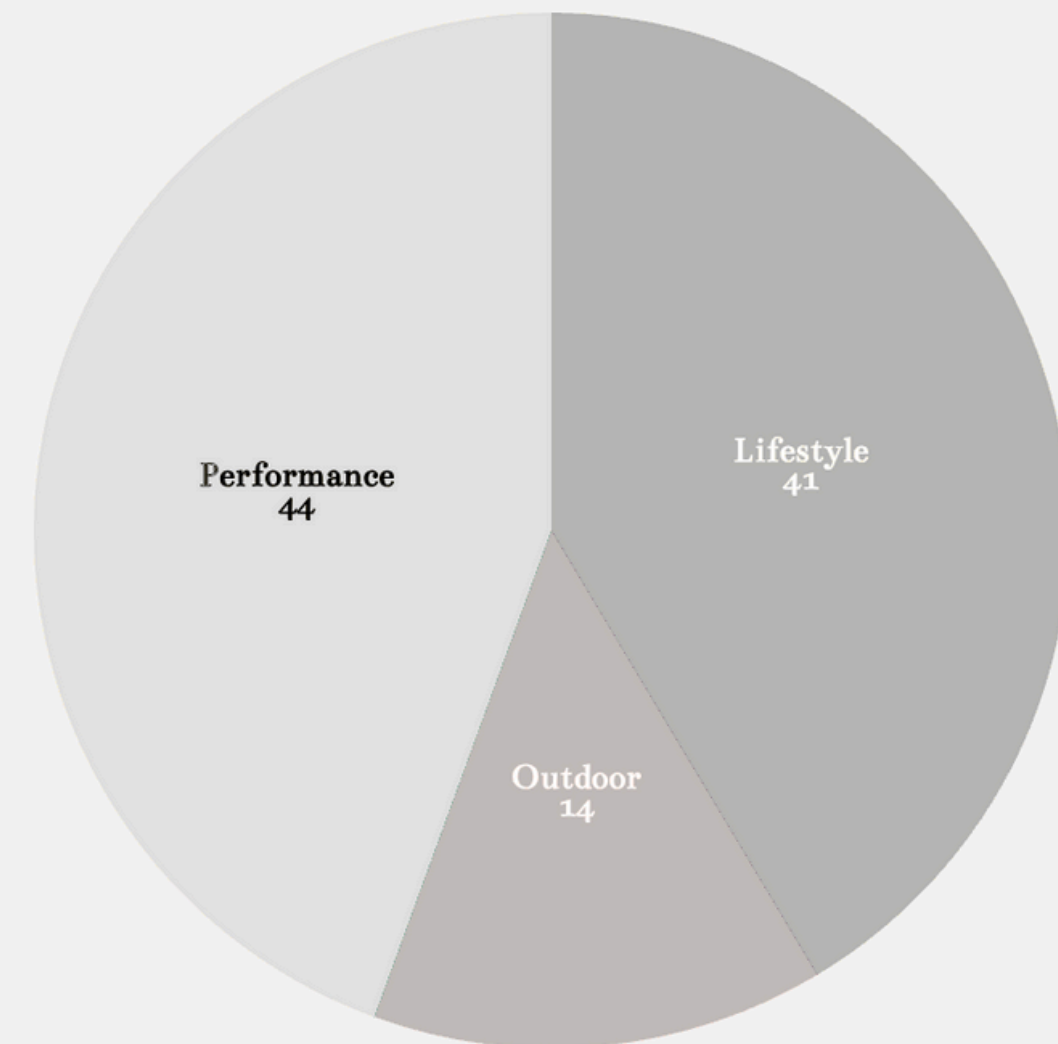
- Challenger brands are making innovative decisions and constantly questioning brands on their selling strategies in order to challenge their normal processes.
- The battle between these challenger brands will intensify due to the increasing economic profit in sportswear.
- Challenger sportswear brands are set to create over 50% of the industry's value, surpassing incumbent brands like Nike and Adidas
- Challenger brands are taking over the market by targeting specialized categories, delivering product innovation, tapping into the cultural market, and filling wholesale whitespace
- Sportswear is expected to continue to grow faster than fashion overall

WHY ALO IS FIT TO BECOME THE NEXT BIG CHALLENGER

- Alo is a wellness & lifestyle positioned brand focused on athleisure
- If the performance market is broken into Alo is set to be a credible opponent to incumbent brands
- Challenger brands are forecast to generate over half of the sportswear segment's economic profit in 2024, up from 20 percent in 2020 (Miller, 2025)

Why People Buy Sportswear

Consumers are roughly split between purchasing gear for the gym versus the workplace and home. The mix hasn't changed much over the last 15 years.



Source: Bernstein

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OUR STRATEGY OVERVIEW

- Targeting niches and expanding reach
- Material & product innovations
- Athlete sponsorship & authentic ambassadors
- Community activation & building credibility
- Balancing DTC & wholesale



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OUR CONCEPT OVERVIEW

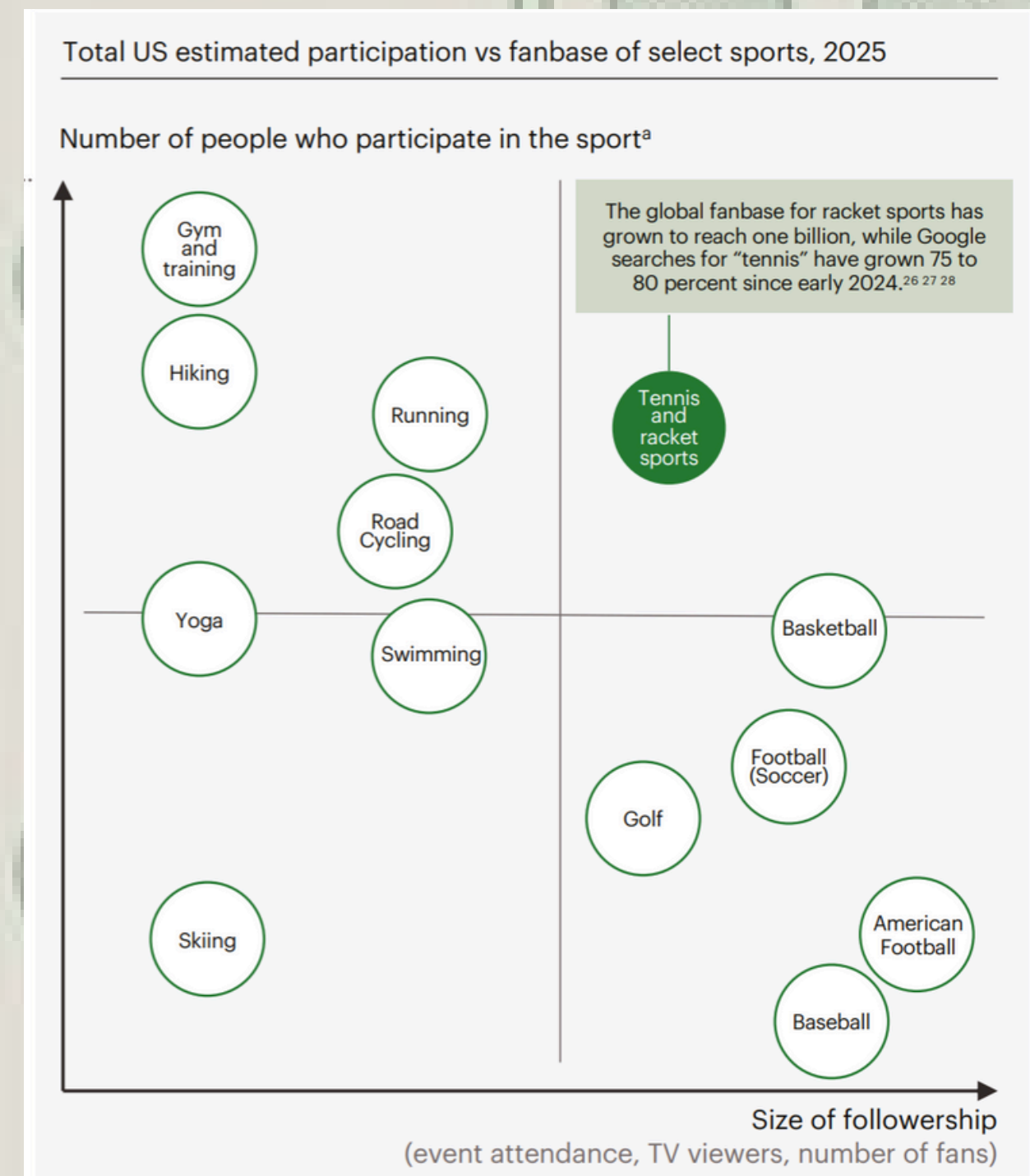
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- Position Alo as a next-gen sportswear challenger
- Bring together wellness with high-performance versatility
- Diversify into different sports performance categories
- Find the balance between DTC and wholesale channels



TARGETING NICHE AND EXPANDING REACH

- Expanding into performance sports that align with our brand's wellness ideals, such as golf, tennis, pickleball, running, and cross-training
- Merging wellness aesthetics with performance technology
- Target sports/industries with both high viewership and participation
- Target sports that fit with the lifestyle aesthetics of our brand



MATERIAL & PRODUCT INNOVATIONS

- Launch an elevated performance collection built
- Highlight functional & wearable innovations for training and sports performance
- Increase sustainability efforts using recycled materials and eco-friendly dyes in collection
- Integrate material technology like moisture-wicking fabrics and UV-protective fabrics
- Some key pieces of the collection include golf polos, tennis/pickleball skorts, training tights, and running shoes

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ATHLETE SPONSORSHIP & AUTHENTIC AMBASSADORS

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- Work with rising athletes and influencers in the fitness realm
- Document training routines/rituals and how performance is rooted in wellness
- Create authentic long-term partnerships that promote brand authenticity and center around our wellness mission while integrating athletics

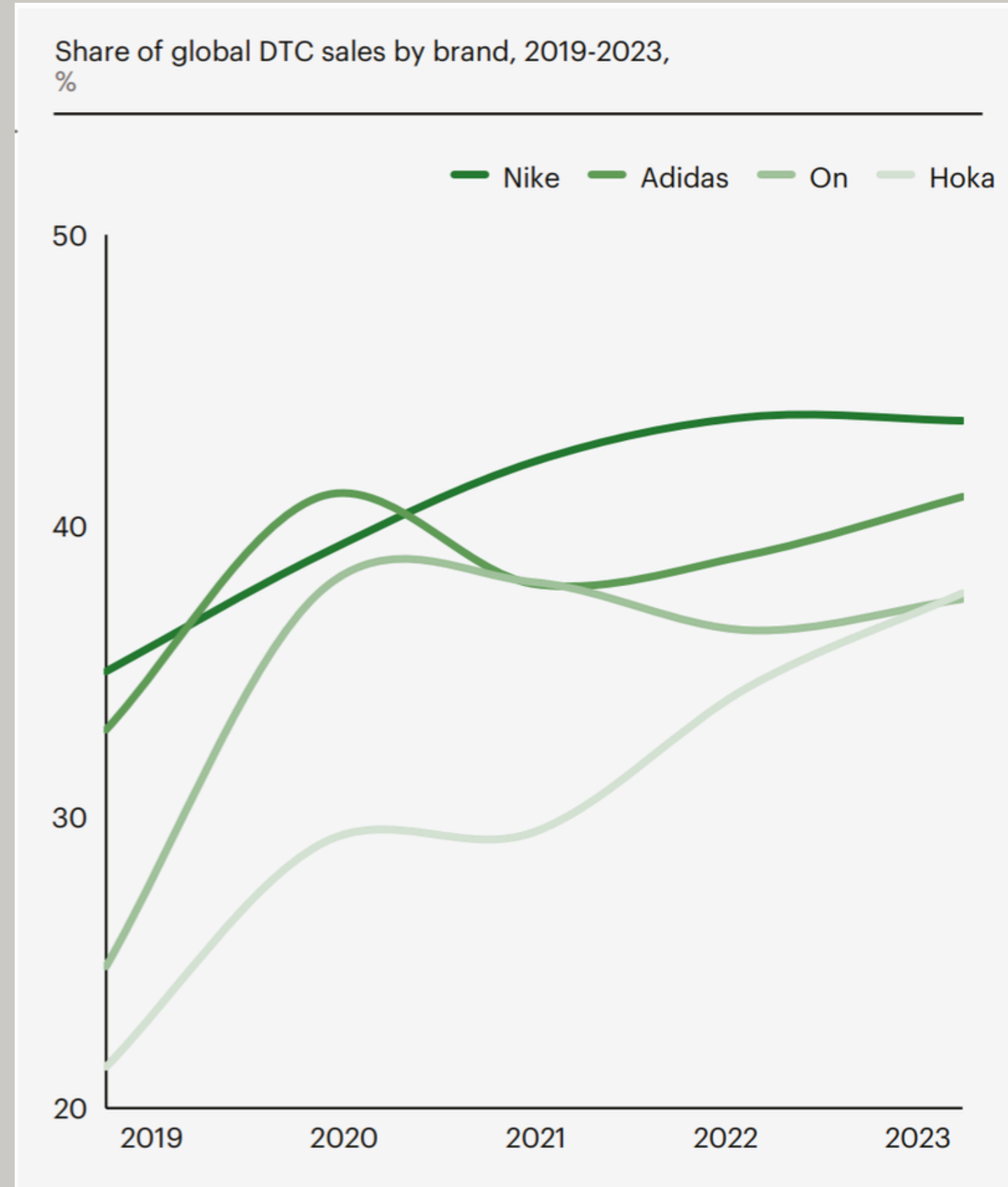
COMMUNITY ACTIVATION & BUILDING CREDIBILITY

- Entice consumers by connecting with communities through sponsored events
- Pop-up run clubs, guided meditations, workout classes, and performance training sessions in Alo facilities
- Sporting event brand sponsorships for brand expansion
- Sports event-brand fit positively impacts consumer brand cognitive responses, emotional responses, and behavioral intention responses (Liu, 2025)



BALANCING DTC AND WHOLESALE

- Launch collection on website & in flagship stores
- Expand into select wholesale stores with sports/lifestyle credibility
- Maintain authentic brand image by promoting mainly through DTC channels but expand audience through wholesale





*Images created using AI



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