

# Research on Top Players in the Athleisure/Travel wear market.

First question that you need to answer is how are you going to attack such an odd niche?

It is a mix of travel, leisure, and outdoor clothing. So ANALYZE BOTH MARKETS DUMBASS

Cherry pick from each one things to bring forth to their brand and expound off of that?

Top Player in Travel and Leisure who is DIRECT COMPETITION to Western Rise Vuori

1. Target market and avatar is 20-30 yr olds who care about the world and want high quality workout, leisure and travel wear. These are people who don't mind paying for quality and actually prefer it that way. I would assume some buy this due to status because of how large the brand has become. Status and quality driven 20-30 yr old's who want quality and sustainability with status built in.
2. Their customers seem to purchase their products for a couple reasons. One being how they present their clothing. To expand off of that when I was reading descriptions of items on their site I felt myself being drawn to the fact that they are so sustainably made. They use wood and seaweed fibers for shirts, recycled polyester for sweatpants. This is a huge hit with today's day and age of tree huggers and green thumbs. Another reason to buy is the name they have made for themselves if you are looking for status. Anywhere you look they are typically the first to be mentioned in articles pertaining to their market. From Business Insider to Esquire and even the New York Post all mention the name. Getting huge backing from reputable websites show a sort of status that some people tend to buy for (Maslow's hierarchy)
3. They are getting attention from many different sources. Social Media is a big one, on Instagram alone they have almost 700K followers and they run ads on Instagram along with Facebook where they have another 150K followers. Like I mentioned earlier they are also getting a lot of attention from heavy hitting websites such as Business Insider, Esquire, and more. They also run Google ads for several different keywords so every time you type in one of those keywords they always are front and center.
4. They monetize this attention by using high performing ads with such descriptive words you can almost feel the quality of the clothing. They also presumably get a lot of monetization due to the website/blog posts' made by well known and respected organizations. Their homepage is also filled with a lot of attention grabbers such as a video showing people in their clothes being active and as you

scroll it funnels you into specific categories such as new arrivals, womens, and mens.

5. Personally I think this brand is marketing better than anyone else. They have so many ads and they listen to their community and act accordingly. THEY JUST CAME OUT WITH SWEATPANTS SPECIALLY MEANT FOR FREEBALLING. When you watch your community and listen to this closely while continuing to better your product quality the sky simply seems to be the limit. This company started as a startup in 2014 and is now worth 4 BILLION DOLLARS.
6. No mistakes are being made as far as I am concerned.
7. Other brands, especially the one I am targeting, can follow the same footsteps that vuori has followed to gain success. They have to keep building quality clothes(which they already seem to do), but the big thing is getting in front of customers. This company is a year older than vuori and only grossed 5 million in revenue last year. Their biggest problem from the outside looking in is marketing. They need to be running instagram ads, get endorsements by celebrities as well as making their SEO as potent as possible. I can help.

#### Top Player in the outdoor niche relative to Western Rise REI Co-op

1. Target Market and Avatar: Their target market seems to be anyone who is interested in the outdoors and wants quality clothes that have earned their rep. If I had to put an age on it I would say 20's - 60's, active people looking for clothes that will last a long time.
2. Reasons customers buy: I would say the biggest reasons customers buy is due to the reputation they have earned themselves over the past 82 years. They started to keep prices low and quality high and they still keep that same standard today. Not only do they sell many brands at cost which people love, they also sell their own brand which for the quality is really well priced. They have earned their spot in the marketplace as an organization that isn't going anywhere anytime soon. They also seem to get praise everywhere you look from heavy hitting blog posts'.
3. I would assume the biggest way they are getting attention is through word of mouth, they have been around for 82 years. Anyone who has searched for outdoor clothing has stumbled upon them once or twice. I'm sure they use facebook and instagram ads as well but not as much as others due to the hard forged reputation.
4. They are presumably monetizing their attention through low prices and high quality. Who doesn't want to buy good quality products for almost at cost. There

are hardly any other stores that are willing to sell at cost anymore because they want to earn the most money possible. The values and morals that REI was founded on still stand to this day and people know that, That is why they are successful.

5. This brand is simply keeping values and morals at the top of their list. That mixed with the many stores they have opened up around the country is what led to them being able to gross almost 4 billion in revenue last year alone. Which was a record for them. People know when they are being scammed and to see such an old company follow the way that they were started on really makes people gravitate towards them.
6. The only thing I could presume they aren't doing aswell as they could be is running ads. Of course they are sponsored on google but I don't see their presence on social media as much as one would think, being such a large company with so many ambassadors.
7. Other brands in this market can continue to keep quality high and cost low to skyrocket like they have, it's truly simple. We live in a time where inflation is at an all time high, people are tired of breaking the bank everytime they want something good quality. If companies can sacrifice a little bit of revenue in their first years to build a good reputation with existing and new customers, they wouldn't have to worry about it simply because of the volume at which they would be selling. Obviously this is just a hypothesis, one that hasn't had a terrible amount of thought put into it, but nonetheless a hypothesis.