

Under Armour: Redesigning Workout Underwear

Riley Schroeder



Executive Summary

Under Armour was established in 1996 when we created our first product, “The Shorty”. This shirt was soft, skin-tight, stretchy, and contained a prototype of our special material. Later in 2011, a new moisture-wicking and cotton blend created the fabric line “Charged Cotton”. Over the past 24 years, we have been dedicated to creating active wear that serves any type of weather and any type of exercise. However, we have noticed that there is a problem within our women’s underwear department. There are not enough styles and colors that fit for every women’s athletic needs. We only have two current styles, in either black, beige or blue. Since this collection is not made from our “Charged Cotton”, we are looking to reinvent our women’s underwear line.

Using bamboo fabric, we will make underwear that is more diverse, comfortable, and sustainable. Bamboo is a sustainable alternative to our tech fabric that has been growing in popularity due to its fast drying, odor repelling, and long-lasting qualities. As a company, we are reaching to become more environmentally aware, with most of our products becoming 100% recyclable. Across different sources, bamboo fabric costs around \$12 per yard. This is due to the process it takes to become fabric as it is multi-stepped. Even though bamboo fabric is more expensive compared to other materials, we believe that this new collection will bring a lot of Gen Z consumers to our market. Gen Z shoppers are looking more towards products that are environmentally conscious to help save our planet. As well, they are looking for brands that are founded on celebrating all types of bodies. With this new underwear collection, we will be successful in not only continuing a strong connection to our younger audience, but also to become more sustainable.

Current Under Armour Underwear vs Bamboo Underwear

Current Underwear

- Laser cut edges for hem-free construction for more flattering silhouette
- 4-way stretch construction to move better in every direction
- Exposed or fuller back
- Soft cotton gusset
- Tagless construction
- 68% nylon (wind-resistant, doesn't shrink, not very breathable, can be difficult to clean)
- 32% elastane (can be a cause of contact dermatitis, non-biodegradable)
- Imported
- Streamlined fit so not too tight or too loose

Bamboo Underwear

- Highly absorbent
- Very breathable
- Resistant to bacteria
- Wrinkle-free
- No fabric softener required
- Eco friendly
- Fast to dry out
- Thermo control
- Hypoallergenic
- Pricier to make
- Renewable resource, absorbs greenhouse gasses, no chemicals to thrive
- Anti-static
- UPF 50+

- Ultra-soft
- Odor repelling
- Waterproof
- Long lasting
- UV Protective
- Versatile fabric

Appeal to Gen-Z Consumers

What Gen-Z Consumers are Interested In:

- ❖ Online shopping
- ❖ Personalization/Customization
- ❖ Eco-Friendly products
- ❖ What your brand believes in
- ❖ Body positivity

What Causes Are They Passionate About?

13-17-year-olds	18-24-year-olds	25-36-year-olds
1. Bullying	1. Abortion / birth control	1. Abortion / birth control
2. Gun control	2. Gun control	2. Civil rights
3. Animal welfare	3. Gender equality	3. Animal welfare
4. Civil rights	4. Violence against women	4. Global warming
5. Racial discrimination and violence	5. Animal welfare	5. Human rights
6. Abortion / birth control	6. Human rights	6. Gender equality
7. Human rights	7. Civil rights	7. Violence against women
8. Violence against women	8. Global warming	8. Healthcare reform
9. Alcoholism / drug addiction	9. LGBTQ rights	9. Child labor / human trafficking
10. Terrorism / national safety	10. Immigration / Refugees	10. LGBTQ rights

Y-Pulse research January 2020 among 1000 13-36-year-olds

How They are Affecting the Fashion Market:

- ❖ Make up 40% of all consumers
- ❖ Make up \$44 billion in buying power
- ❖ Loyal to brands
- ❖ Getting jobs earlier than millennials did, making them more likely to save money on big purchases

Purchase Drivers

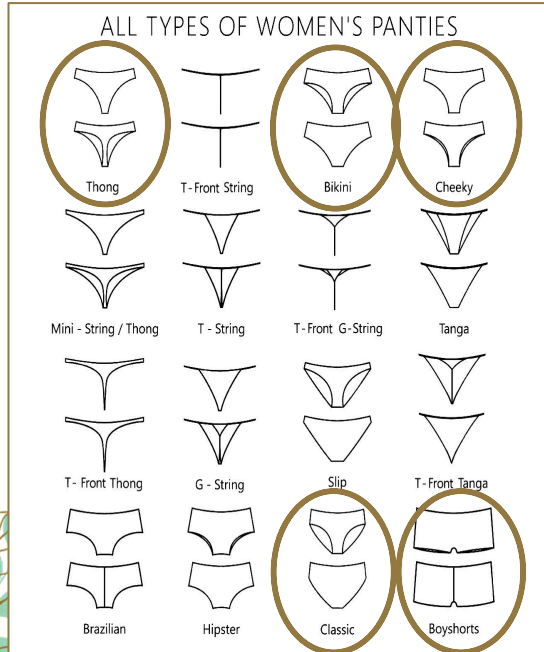
The success that we will gain from our new line are from:

- ❖ Promotions- have more options with lower prices
- ❖ Ecommerce- Product line on our website
- ❖ Flexible Fashion- adjust the product on demand during first trials
- ❖ Greater control on production- Set up our own factories and our own transportation



- ❖ Sustainability- product is made from bamboo fabric
- ❖ Personalization- product line is made for all types of bodies, and we are flexible to make more sizes for everyone

Design Process



We based the products off research on women's health regarding underwear when working out. We found that all types of underwear can be suited for exercise, but it ultimately depends on the consumer's personal choices. We wanted to have a range from each type of underwear listed in this reference photo. To stick with our ideals of being diverse, comfortable, and sustainable, each underwear in this 6-piece line will be seamless, color diverse, be made of bamboo fabric, and include a gusset

Product Line Ideas

3 classic, 3 "sexy"

Coverage

Classic

- Boyshorts - fullest coverage, for those that don't desire feminine style underwear
- Control Briefs - full coverage, for those on their periods and want good support, have higher waisted pants and don't want bunching
- Classic - medium coverage, for those that want a pair of underwear to throw on, maybe are indecisive

Showy

- Bikini - fairly showy, want ~~some~~ a pair of underwear with a little skin
- Cheekies - more showy than bikini, for those that don't want to feel like they're not wearing underwear, but also want the freedom of not worrying about bunching
- Thong - most showy, for those that are a little more adventurous, more trendy style of underwear for working out

Diverse

Comfortable

Sustainable

Seamless - smooth to body, meaning no lines will show

options of colors (basic + fun)

gussets for extra protection from camel toe while exercising

bamboo fabric

Colors from WGSN S/S 23 forecast

focus more on energizing colors with limited basic colors

• digital lavender

• luxurion red

• verdigris

• sundial

• tranquil blue

• mix with basics of

• Italian clay

• oatmilk

• buttercream

• dark oak

• black

• zinc

name = jungle bird(?) b/c of tropical colors

in each underwear style



On the left is an example of a piece of bamboo fabric that we will use. In the middle and on the right are examples of patterns that we were inspired by and will use. We want something fun and floral that matches the color palette.

Fashion Board of Fabric, Print, and Pattern

Luscious Red

Key colour S/S 23



010-46-36

17-1663 TCX

Digital Lavender

Key colour S/S 23



134-67-16

15-3716 TCX

Verdigris

Key colour S/S 23



092-38-21

18-4834 TCX

Sundial

Key colour S/S 23



028-59-26

16-1148 TCX

Tranquil Blue

Key colour S/S 23



114-57-24

17-4139 TCX

On the left are the colors that are forecasted for S/S 23 by WGSN. We were inspired by these colors because they are a variety of extreme vibrancy (seen in luscious red and verdigris) mixed with calmer colors (such as digital lavender, etc.) This allows the customers to choose from a wide variety of fun colors to either allow them to try something new and energizing or staying to their comfort level. As well, we are expanding on our nude colors by adding more diverse options. We still want to have a basic black for those who want to color match to a grey/black athletic pant

19-1016 TCX	Dark Oak	017-23-07
17-1134 TCX	Butterscotch	029-50-19
14-1208 TCX	Oat Milk	030-69-10
19-1220 TCX	Sepia	019-27-14
19-4203 TCX	Black	153-19-00

Fashion Board of Color

6 Piece Collection- The Jungle Gym

Patterns Offered:



Colors Offered (plus a range of nudes):



Thong



Bikini



Cheeky



Boyshort



Control Brief



Classic

PESTEL

- **Political**: In Under Armour's Supplier Code of Conduct, it discusses forced and child labor laws. It explains that suppliers will not use forced labor of any kind, from prison labor to bonded labor. As for child labor, suppliers are not allowed to employ a person under 15 years old, or if the person is under the age for a compulsory education. This is beneficial to our success because Gen-Z consumers are passionate about civil rights, so this appeals to them and will make them loyal to our brand.
- **Economic**: Via Statista, they state that from 2009 to 2020 Under Armour has gained an average of 13,600 employees. This represents Under Armour's way of helping to lower the rate of unemployment throughout the past 11 years. This impacts us moving forward because we are helping to give jobs and care to our employees. Our brand is caring for our employees, so the Gen-Z consumers are appealed to what we do.
- **Social**: Overall, Under Armour's demographics lean towards men, 18–24-year-olds, and are in the South or Midwest of America. Our new brand is focusing on women's clothing, so this will help to expand our demographic for women. As well, the brand includes a wider range of styles to reach out to different ages. We want to make sure that all women and people who wear women's underwear have a style that they are comfortable in.
- **Technological**: Current Under Armour women's underwear costs \$25 for a 3-pack. The average cost to produce the current underwear is \$14, where for example, a typical bamboo shirt costs \$25. Since bamboo is a more expensive fabric but we still want a profit, we will up our prices to \$30 for a 3-pack. We are hoping with this updated fabric that is more environmentally friendly that it will still make a good profit.
- **Environmental**: In 2016, Under Armour has joined the Sustainable Apparel Coalition to help focus on better environmental practices. For example, we are encouraging our factories to invest in cleaner and efficient operations to make Under Armour more sustainable. This helps us with the future of our environmental targets because we are taking steps to work towards saving our planet while making more sustainable clothes.
- **Legal**: On June 8th 2018, a young girl caught fire while wearing Under Armour clothing next to a campfire, resulting in 2nd and 3rd degree burns. As are most clothes, Under Armour is not fire-resistant. Unfortunately, bamboo fabric is still highly flammable just as our current fabric. We are hoping to find ways to make the fabric less flammable by experimenting with a boric acid solution to make it fire-resistant.

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