



**"Yoga clothes for your
studio-to-street lifestyle."**

Overview

Representing air, land, and ocean, Alo Yoga draws it's inspiration from connection to the environment and is constantly inspiring yogis around the world with the use of captivating imagery. The website uses a minimalist design, featuring primarily black and white colors across the site and using equally simple yet beautiful full-bleed images in the background.

They position themselves as a high-fashion activewear brand. From the images used, to the models, to the styles, to the professional, free yoga class on their Youtube channel there is the feeling of eliteness. They target the high-fashion yogi or athlete.

Key differentiators include crisp and clean styles, monochromatic outfits and designs, the use of sharp lines.

STRENGTHS

Intuitive calls to action

Highlighting featured products (to generate more interest in the bigger products)

Captivating imagery with very talented yogis #goals

Social media campaigning

Brand recognition

WEAKNESSES

Grequent glitches in loading a different screen

A feeling of exclusivity among followers, being not good enough for the brand

Cart doesn't show the item in the color it's being ordered

Few sales on current products

Hiding the teachers' discount

OPPORTUNITIES

New products lines and services

Growing their Youtube following w/ free classes

Create more transparency in reviews

Increased diversity

Better experience in the cart & editing your order

Brand is becoming so big there is the "underdog complex"

THREATS

As a style leader, competitors copying their newest styles at lower prices

New competitors

Regularly raising prices and losing customers to the "eliteness"

Only releasing new designs and styles a few times a year



**“Designed for fitness | Styled
for fashion.”**

Overview

Workshop is primarily focused on fashion leggings that are made of the best material for athletic and street wear. The styles target the wild side in each of us, or perhaps the person who isn't afraid to stand out from the crowd. They position themselves as modern, edgy, and perhaps even shocking and their website reflects and encourages this. It uses full-bleed photos that have a faded look to them, and a neutral color palette that highlights the patterns in the products. Like Alo Yoga, their images are yoga focused and feature extremely talented yogis in challenging postures to inspire viewers. Key differentiators include the very shocking and bright patterns in their designs without being obnoxious. They may be bright, but it is artistically designed.

STRENGTHS

Fixed top navigation to always be able to change screens
Intuitive calls to action
Features a 'shop or instagram page' for easy conversion of consumer to customer
Use of social media campaigns
Features excellent recommendations
Offers a blog to connect with customers and consumers

OPPORTUNITIES

Create more transparency in reviews
Making product designs that are more versatile
Revising the typography for the smoother experience
Expanding their blog to gain more attraction
Expanding market position through marketing

WEAKNESSES

Low brand recognition
Must hover over the product image to reveal the price, colors, and sizes
Navigation bar seems overwhelming, too many things happening
The target audience for more busy and shocking patterns like this is limited..
The paragraph typography used is too messy to me; hard to scan easily

THREATS

Large competitors
Potential for saturated market - many companies that produce yoga leggings with "wild" patterns
Limited audience to the provided product