

# Romaleos Weightlifting

*Project Brief*

## Overview

Romaleos Weightlifting is a website dedicated to the fans of weightlifting and its appreciation to the only equipment in the sport – the shoes. The website is for mostly for people who already have some idea about the sport and thinking to start. Getting the shoes marks as starting point for their journey, similar to a write with its first pen. Therefore, the website is aiming to convey the essence and the emotion of the sport of weightlifting – an elegant manner to display strength and skill. Finally, the website tries to solve the issue of decentralized way to acquire verified and good conditions weightlifting shoes.

## Brand Attributes

- Elegant/Historic
- Resilient
- Minimal/Natural

The website not only presents the key attribute to the brands, it should also serve as key element to reinforce brand perception. Finally, it should serve the weighting community.

## Core Audience

People who have pre-exposed to weightlifting, including Crossfitters, Powerlifters, College Athletes, track and field athletes etc. They are mostly in their 20-30s. They are struggling to find something they enjoy training in the gym, something that can give them a great sense of joy when done well. They enjoy watching sports and competing in some levels. They like to shop Adidas, Asics, or any brand that shows more specialization in sport than Nike.