

**ED**  **O**

IMAGINED IN ITALY

An Inside out approach

# Why do we need to this exercise?

- Business decoding
- Category know-how
- Consumption Behavior
- Culture effect

Will help us discover ourselves Is there some conventional categorical way of operation ? Are we wavering ? Can we bring sharpness ? It will help unlock the business

# FLOW

Decoding

Define  
people &  
features

Divisions &  
Overlapping

Where we are

# Decoding is all about

The whole is greater than the sum of its parts

Athleisure is what you  
See & Read ?



Why leggings ?

Why green?

Why a hand stand ?

?

A bigger meaning

# Athleisure has around 4 codes

Few scenario grouped together dominate the athleisure world.

Start with a niche

Sell through authority and authentication.

Higher values

Few scenario grouped together dominate the  
athleisure world.

The whole concept was formed by the concept of activity other than the traditional sport.

Don't play sport but be active & athletic in whatever way you can and show it off as a lifestyle.

Most Active



Running  
Gym  
HIIT



Hiking/ Trail  
Walks



Yoga &  
Pilates



Travel



Running  
Errands



Office



Outdoor  
Socializing



Chill at Home



Least Active



Some of the activities when grouped/stitched together in a harmony form the athleisure brands.

Most Active

Running  
Gym  
HIT



Hiking/ Trail  
Walks



Yoga &  
Pilates

Travel



Running  
Errands



Outdoor  
Socializing



Office



Least Active

Chill at Home



Active Wear Band

Athleisure Wear Band



The competition is not  
with others

The competition is  
with you



any activity which non  
competitive which is  
connecting you , your identity ,  
your soul to you

Start with a niche

All the brands who have become popular is with developing a concept of niche & Personal Interest

So lets say someone has gone deep into the niche of running , some have gone deep into the concept of outdoor living



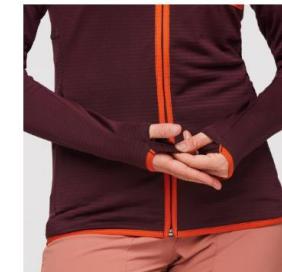
Road Running

[Shop Women's](#)   [Shop Men's](#)



Trail Running

[Shop Women's](#)   [Shop Men's](#)

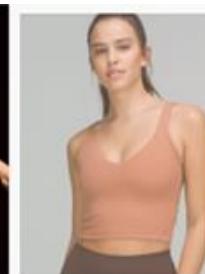


All Tops

- ❖ Breathable
- ❖ Four-way stretch
- ❖ Machine washable



vuori



Align

- ❖ Designed for Yoga
- ❖ Soft, supportive fabric
- ❖ Built-in bra for coverage



Swiftly

- ❖ Designed for Running, Training
- ❖ Minimal seams
- ❖ Sweat-wicking



Love

- ❖ Designed for Everyday
- ❖ Sleek, weightless fabric
- ❖ Super soft fabric
- ❖ Classic, tapered fit



All Yours

- ❖ Designed for Everyday
- ❖ Sleek, weightless fabric
- ❖ Super soft fabric



Ebb to Street

- ❖ Designed for Yoga
- ❖ Sleek, low-friction support
- ❖ Built-in bra for coverage

They sell by listing activity

Road running  
Trail running  
Lifestyle  
Hiking and outdoor  
Tennis

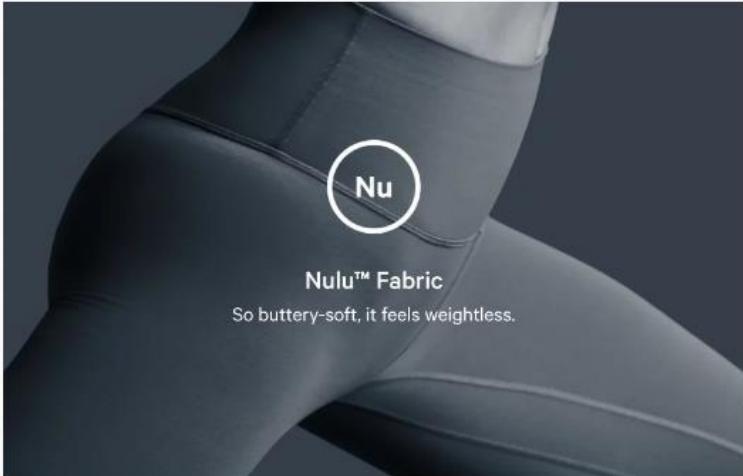
Activity

- On the Move (61)
- Casual (56)
- Travel (41)
- Running (28)
- Training (25)
- Workout (25)
- Golf (16)
- Work (15)
- Yoga (15)
- Hiking (12)
- Tennis (11)
- Bike (7)
- Swim (5)

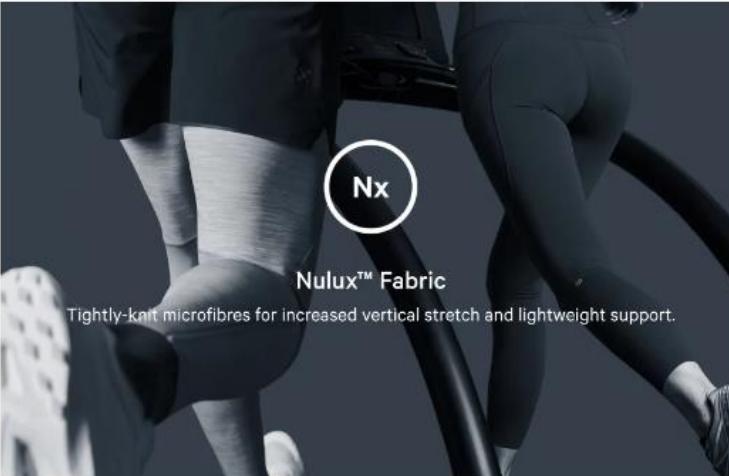
[Show Less](#)

Selling by making Technical apparel

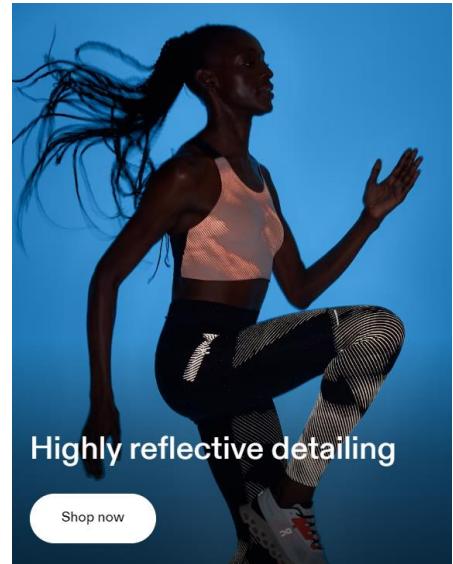
Any thing which will create resistance in your active life we will remove it



[SHOP NULU](#)



[SHOP NULUX](#)



[Shop now](#)

## Collection

### Commission (17)

An elevated classic for the office and beyond, with plenty of pockets and all-day comfort

### Fast & Free (17)

Lightweight fabric with secure pockets to hold essentials

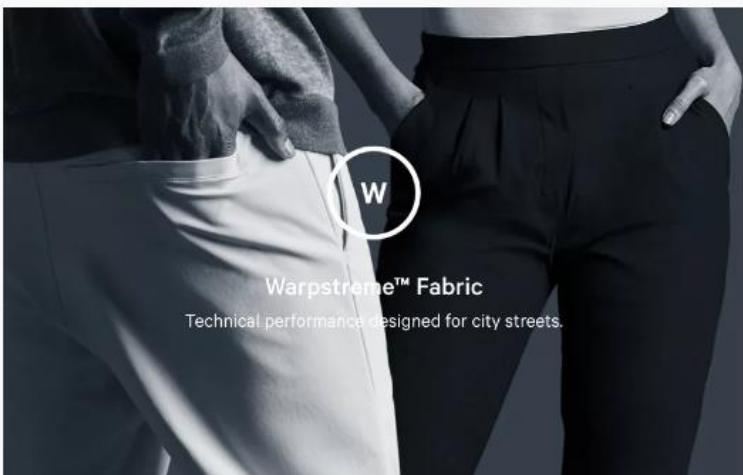
### License to Train (15)

Abrasion-resistant fabric can handle burpees and backpacking

### Metal Vent Tech (15)

### ABC (14)

Our best-selling pant collection, engineered for lasting comfort on the go



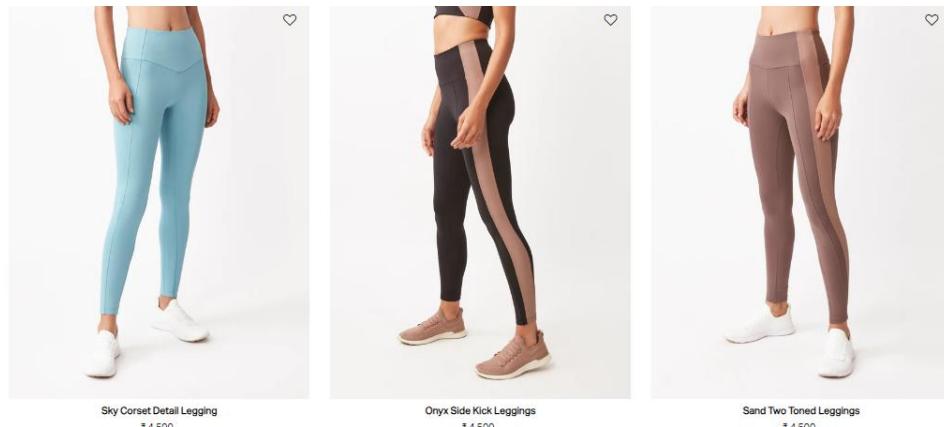
sell through authority and bring authentication.

Build a vision  
around lifestyle of  
wellbeing and  
community

Make one very good  
SKU or one product.  
Invest 100 % in that

Get the intellectuals  
influencers &  
community who have  
the authority in the field  
of wellbeing

“To be the experimental  
brand that ignites a  
community of people living  
the sweat life through sweat,  
grow and connect.”



# Selling through a narrative of culture & community rather than fashion

OFF Stories

## Culture



Our mission at On is to ignite the human spirit through movement. Inspired by athletes. Powered by Swiss engineering. Move with us, and Dream On.

[View the On community](#) [View the On community](#) [View the On community](#)

## Fitness Challenges and Campaigns



discover all that our community has to offer  
explore the 'live aastey' experience near you

from all the mindful active wears to the best content for your mind, amaze yourself by **meeting the tribe** and get inspired every day — because we believe by being **active** we can bring people together.

you are looking for an incredible journey full of creativity, innovation, and new experiences.

[join tribe today](#)





Collaboration with people who have authority of wellbeing& health



# Mocking Celebrity endorsement

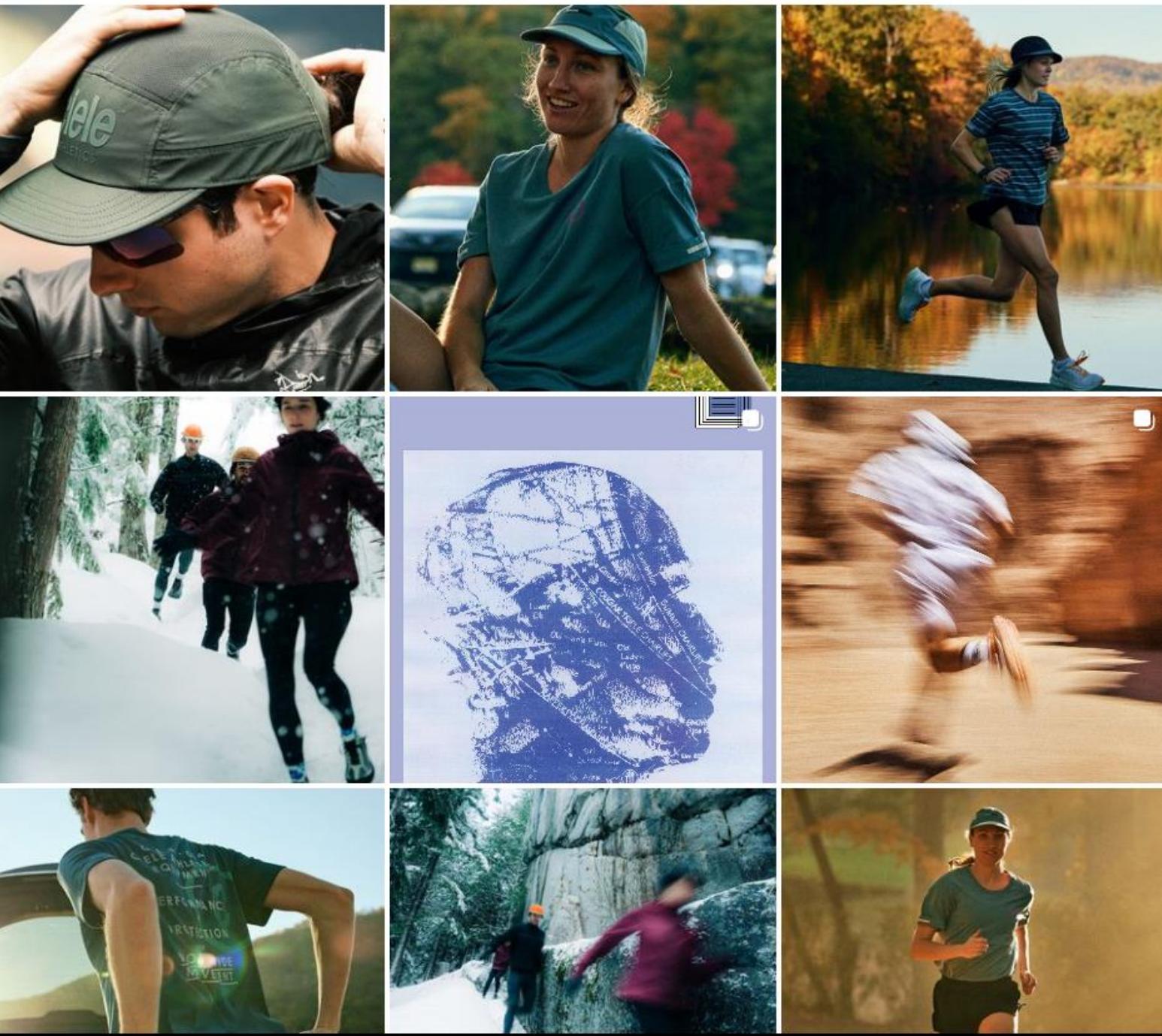
They don't spend on celebrity endorsement and save that money so that they make the R&D much better.



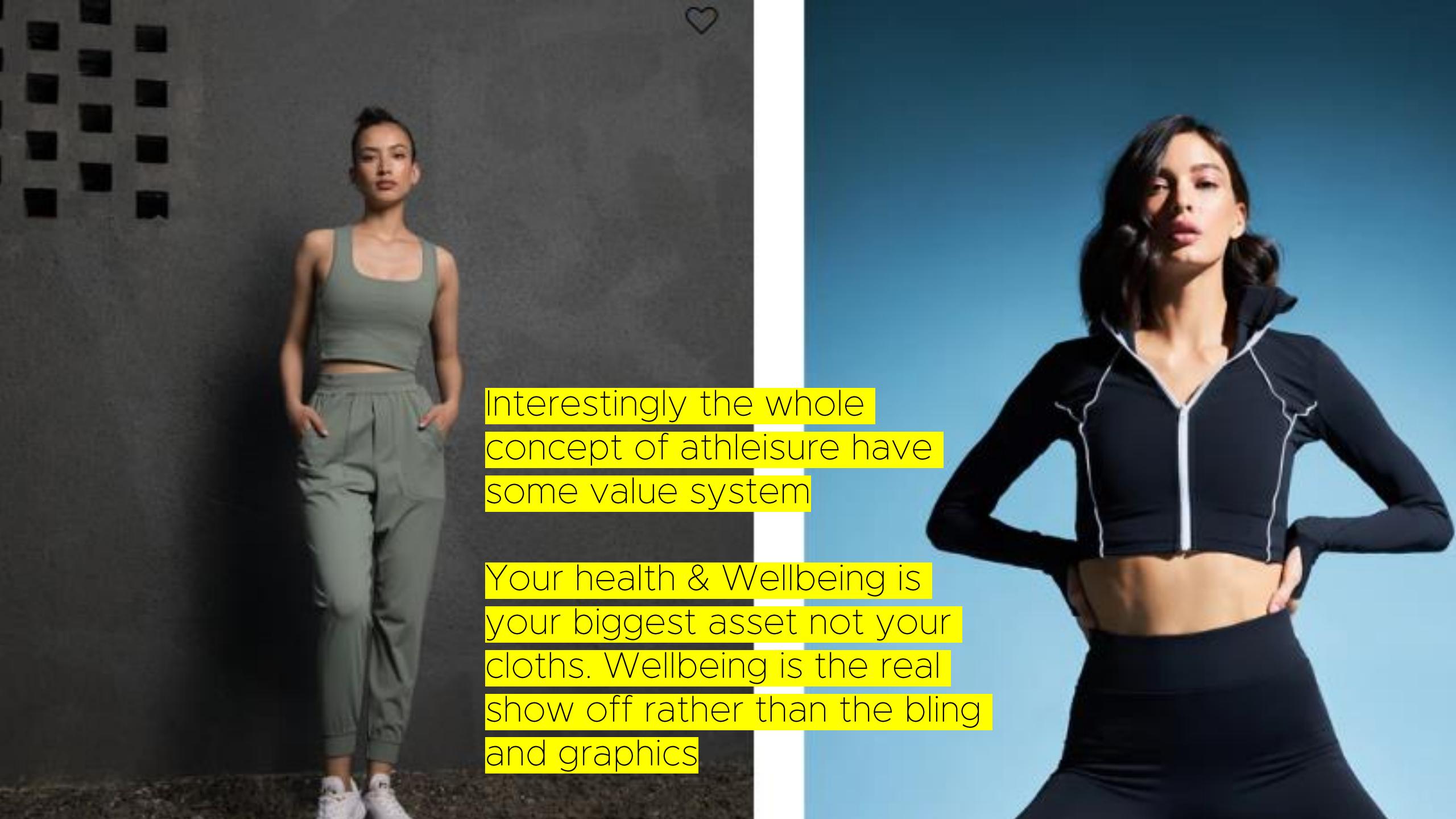
blissclub

Instagram

Collaboration with people who  
have authority of wellbeing



Operate on higher values



Interestingly the whole  
concept of athleisure have  
some value system

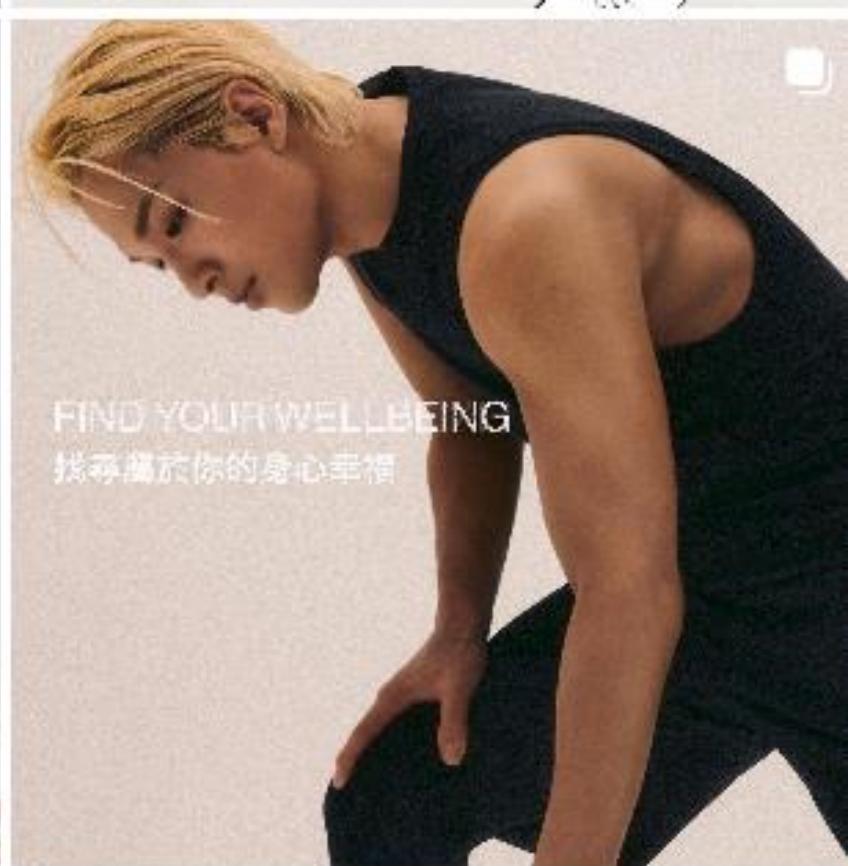
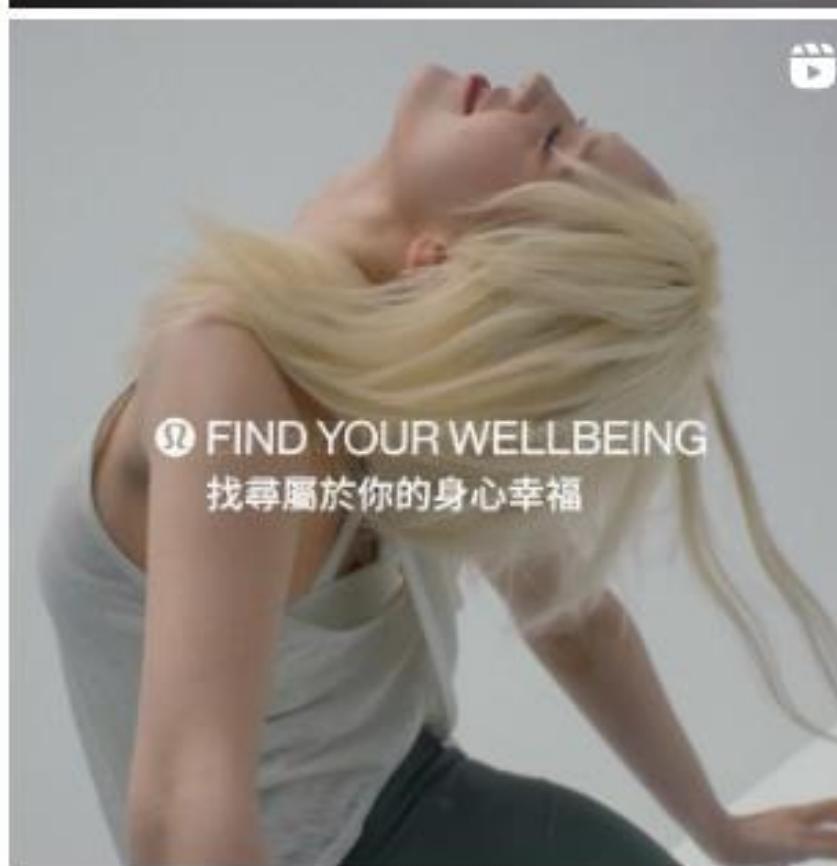
Your health & Wellbeing is  
your biggest asset not your  
cloths. Wellbeing is the real  
show off rather than the bling  
and graphics

**66% 表示最重視身心幸福，**

66% of people in Hong Kong place wellbeing as a top priority.

但 ————— 當中有 **45%** 受訪者  
認為難以將此實現。  
45% feel it is impossible to achieve.

只有 **15%** 香港受訪者  
認為自己已達至理想的  
身心幸福水平。  
only 15% say their wellbeing is  
where it should be.



Quiet luxury

Where we don't show the labels and dress more like a common man. More done to move around freely without taking up attention from the public.

Also the Quality of clothes are more important than the difference in cuts etc.



Minimalist Lifestyle

Not complicating life

Keep things minimum and  
basic

Be spiritual & soulful.

Sustainability

Body positive





Body positive based athleisure brands

# We're Girlfriend Collective

We design ethically-made activewear with recycled materials in sizes XXS-6XL.

- Made with recycled materials, like old plastic water bottles
- Ethically made in certified factories
- Made to be recycled with ReGirlfriend, our takeback program
- Uses eco-friendly dyes and responsible water recycling

[LEARN MORE](#)

GOOD INDIAN

MADE WITH RECYCLED PLASTIC BOTTLES

THE LIGHTEST FABRIC YOU WILL COME ACROSS

SHOP NOW



# MOVEMENT & MOBILITY ANYWHERE

- ↑ Active IN GYM SESSIONS
- Active IN YOGA CLASSES
- Active IN HIKING
- Active IN YOUR TRAVEL
- Active IN YOUR OUTDOOR ACTIVITY
- ↓ Active IN YOUR OUTDOOR SOCIALIZING

# MOVEMENT & MOBILITY ANYWHERE

Most M&M

MIXED M&M

Least M&M

Running  
Gym  
HIT

Hiking/ Trail  
Walks

Yoga &  
Pilates

Travel

Running  
Errands

Outdoor  
Socializing

Office

Chill at Home



Active Wear Band

Athleisure Wear Band

# FLOW

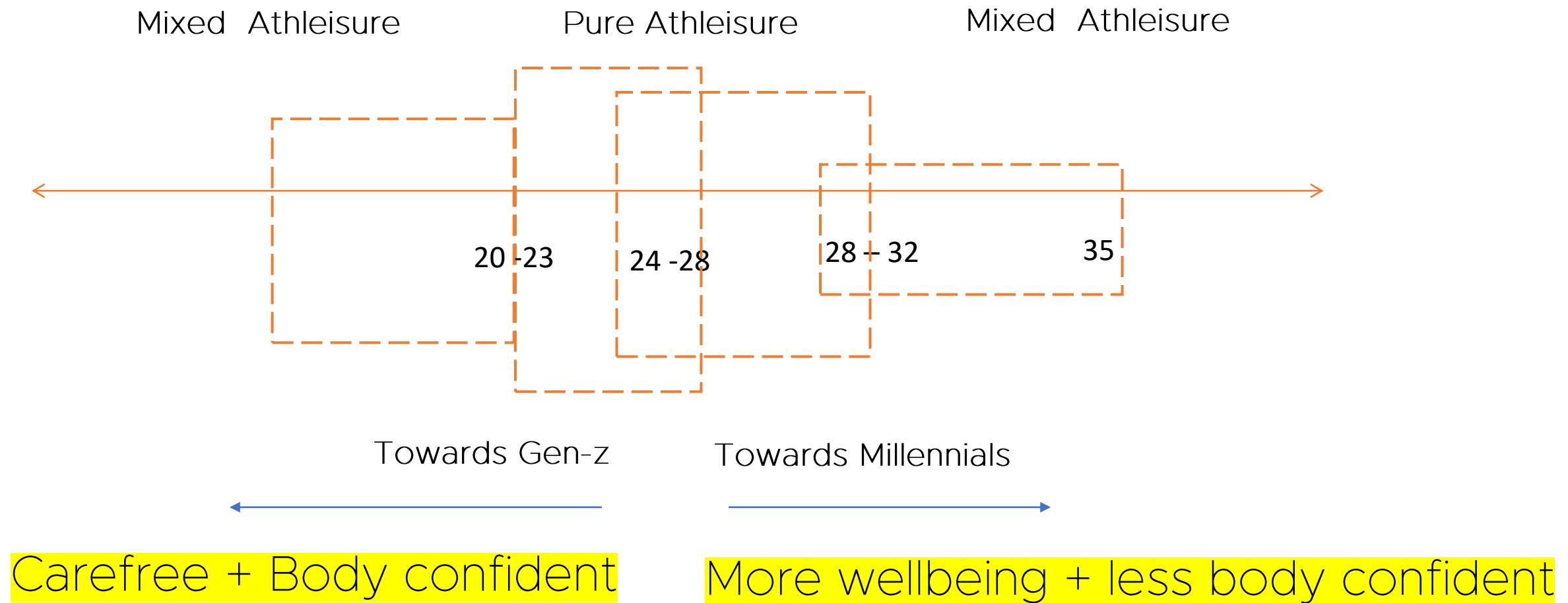
Decoding

Define  
people &  
features

Divisions &  
Overlapping

Where we are

# Who is wearing Athleisure



# Females

17 to 22

They are involved more towards everyday wear and less on fitness. More Socializing

EAT



22 to 28

They are focused towards everyday fitness . Which is more focus on yoga and Pilates. Sometimes running.

They are the actual brand ambassadors of Athleisure brands



PRAY

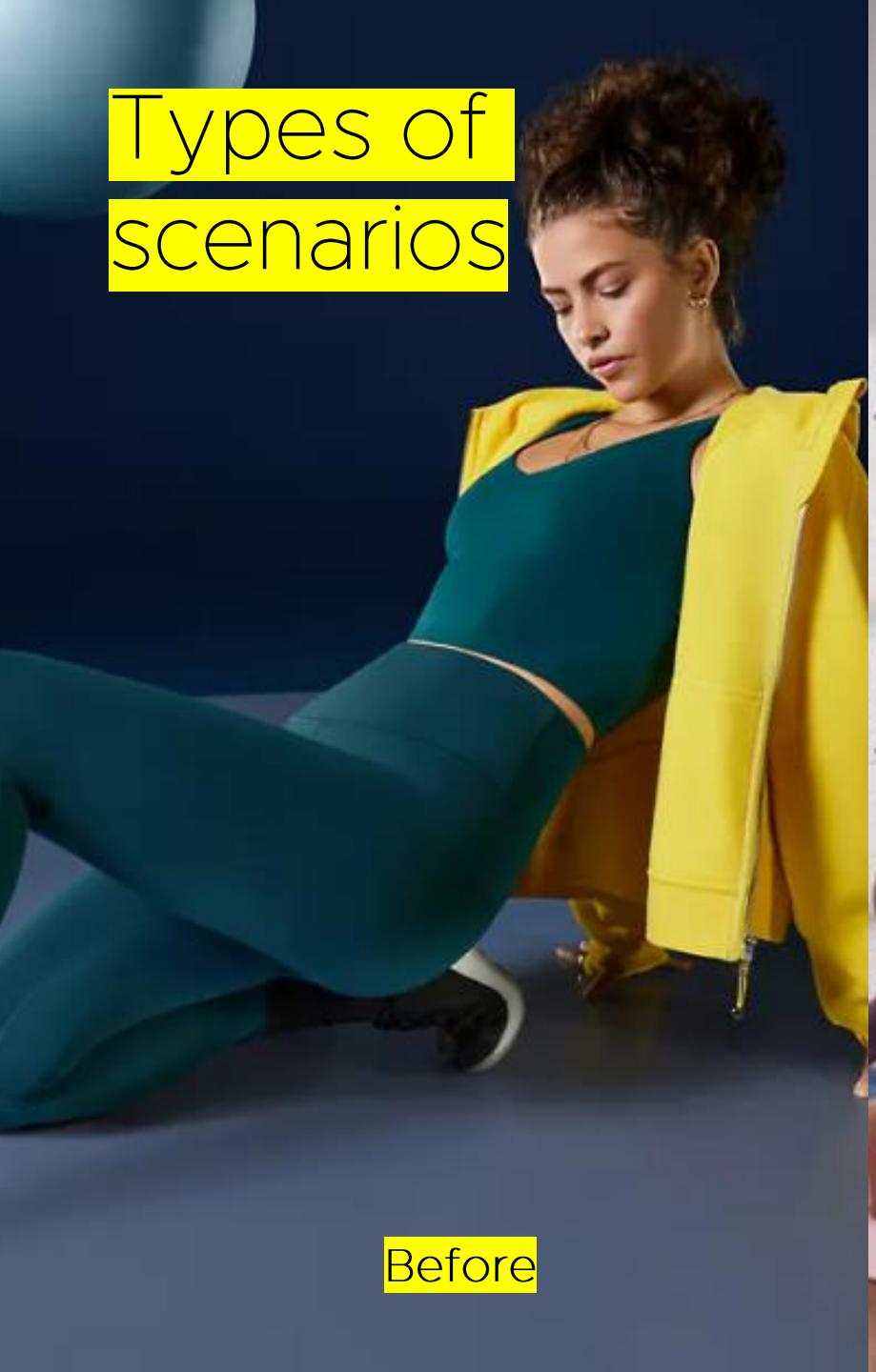
28 to 32

They are involved more towards everyday wear , travel and some fitness

LOVE



# Types of scenarios





BEFORE  
DURING &  
AFTER ALL IN  
ONE



A photograph of a young woman with dark hair, wearing a light-colored tracksuit and a matching vest, sitting on a metal bench in an airport terminal. She is looking off to the side with a thoughtful expression. In the background, there are large windows showing the tarmac and some airport infrastructure. A white Lululemon backpack is visible next to her on the bench.

A complete  
Scenario for  
travel

A Generic  
outdoors  
scenarios,





hina khan  
werk it set ( full length ) - betty blue



alefia kapadia  
it girl set - betty blue



mandana karimi  
werk it set ( 7/8th length ) - betty blue



anshula kapoor  
werk it set ( full length ) - phoenix

## High M&M COORD SET



ananya bhonsle

am to pm coord set - forest green

Rs.1,995 Rs.3,990



dr. nimarta bindra

am to pm coord set - midnight black

Rs.1,995 Rs.3,990



sandhya naidu

vibe check set - ivory grey

Rs.2,395 Rs.4,790



vibe check set - midnight black

Rs.2,395 Rs.4,790

## MEDIUM M&M COORD SET



get cosy set - burgundy maroon



get cosy set - olive green

## LOW M&M COORD SET



## Types of imagery used

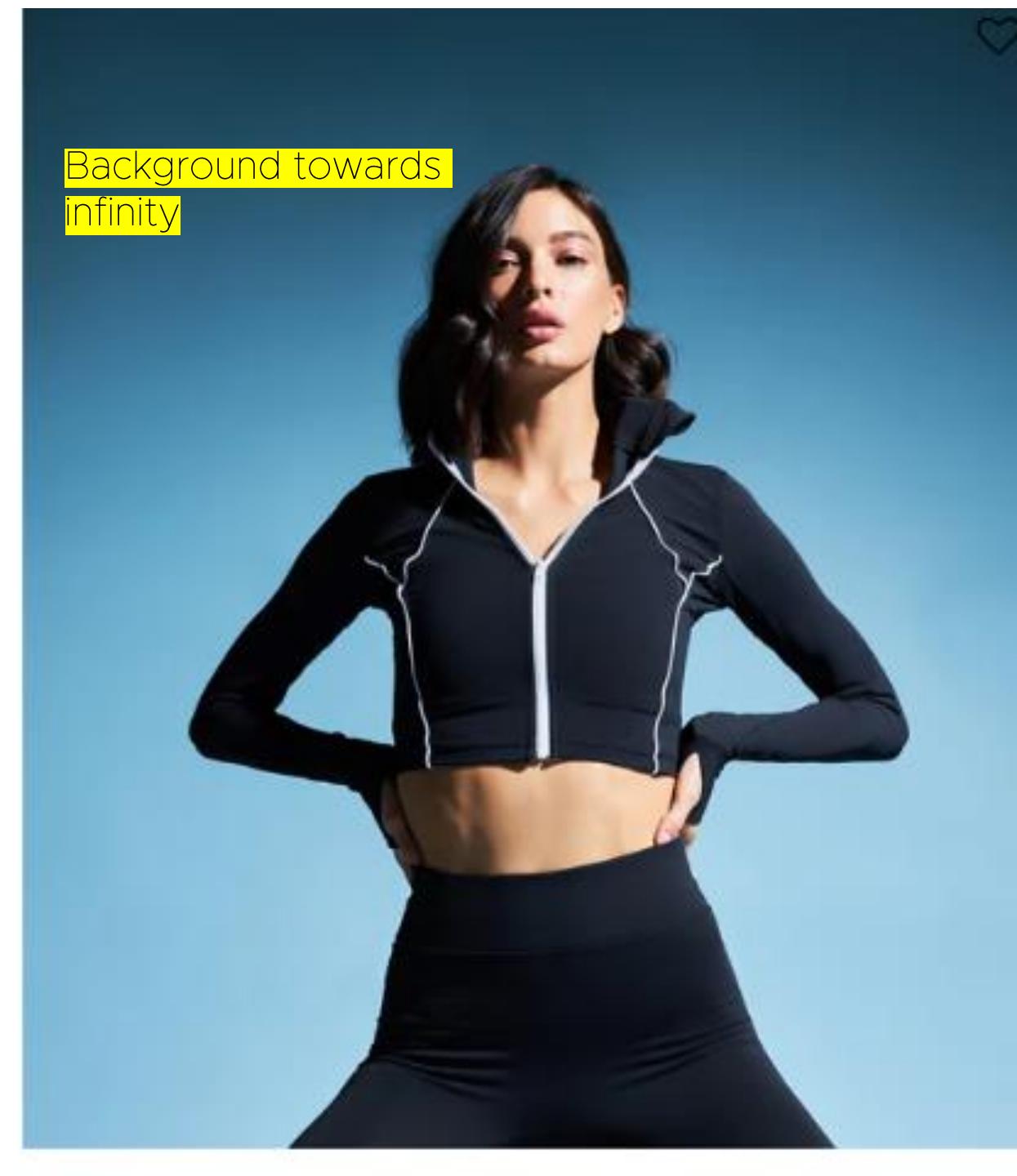


ALWAYS IN MOTION





Modern day faces of  
India  
Indian cosmopolitan  
faces



Background towards  
infinity

dio  
a | Core





new arrival



new arrival



gender fluid

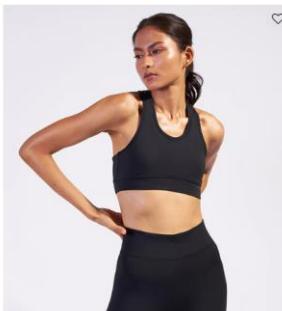
Body positive with tough motions and poses



White Hi-Lo Tee  
₹ 2,900



Row Crossback Bra In Agave/White  
₹ 2,950



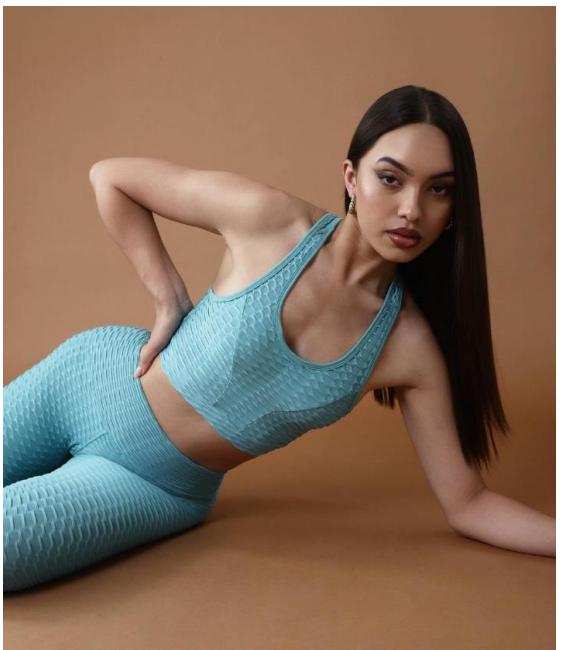
Onyx Essential High Impact Bra  
₹ 2,950



# Features & Attributes

Low graphics

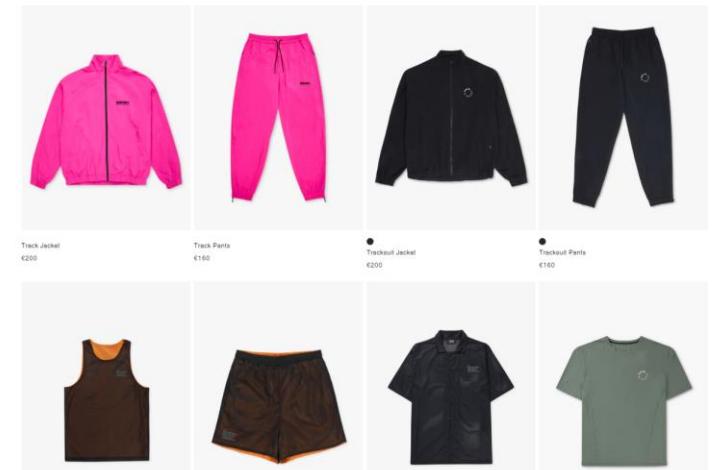
And solid colors & pastels colors & some textures



PERFORMANCE GLOSS



CORE COMPRESSION



Stone Longline Jacket  
₹ 9,800



Astro Ruched Reform Bra  
₹ 3,500



Ivy Ruched Reform Bra  
₹ 3,500



Ivy Sherpa Fleece Shacket  
₹ 7,500

\$10.00 \$60.00

Daily wear becomes more subtle

\$20.00 \$60.00



\$17.00 \$42.00



\$48.00 \$68.00



Reset ReSet Relaxed Tank

Size: L \$28.00 \$79.00

Size: M \$28.00 \$79.00



Bra

Size: XL

\$19.00 \$48.00



# Travel



5% OFF



New Arrivals

5% OFF



New Arrivals

5% OFF

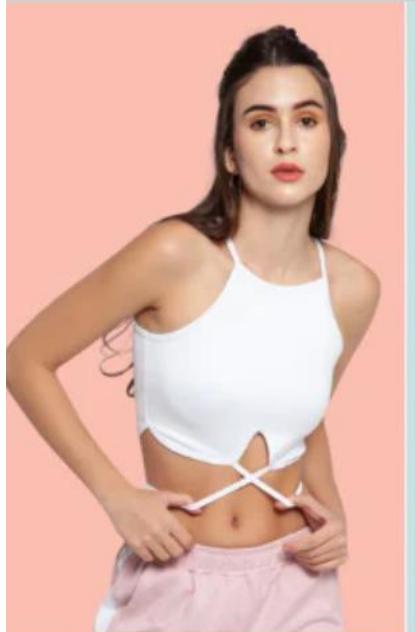


New Arrivals

5% OFF



New Arrivals



## Same SKU But with slight variation

Understanding the needs of Indian women this brand offers activewear for Indian women's varied body types and shapes, 7 varied sizes to be precise. They also come with 5 pockets which are very handy if you need your lip balm, keys, cash and phone while exercising.

1 type of sku but a lot of variation in that Gym tops , tank tops but multiple cuts and solid shades of colour .



Padded Cross Back Crop Top Nirvana

₹1,250.00 INR [Quick view](#)

# males

17 to 22

They are involved more towards everyday wear and less on fitness. More Socializing



22 to 28

They are focused towards everyday fitness . Wearing more activewear & formals



28 to 32

They are involved more towards everyday wear , travel and some fitness

They are the actual brand ambassadors of Athleisure brands



Types of  
scenarios



In action





In  
movement  
or transit





Complementing  
the opposite  
gender

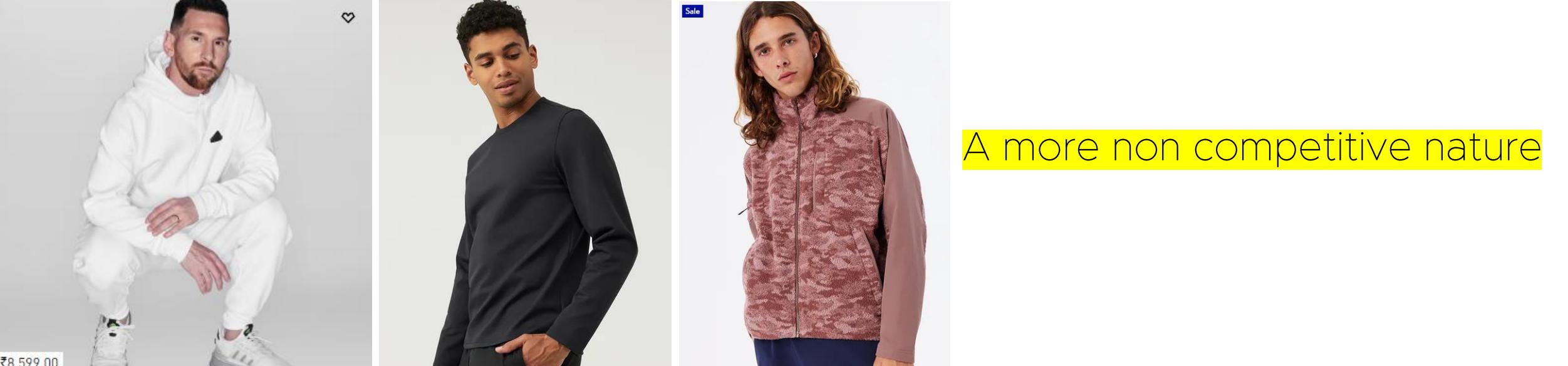


Types of  
imagery used

Attitude of focus



More Wisdom than style



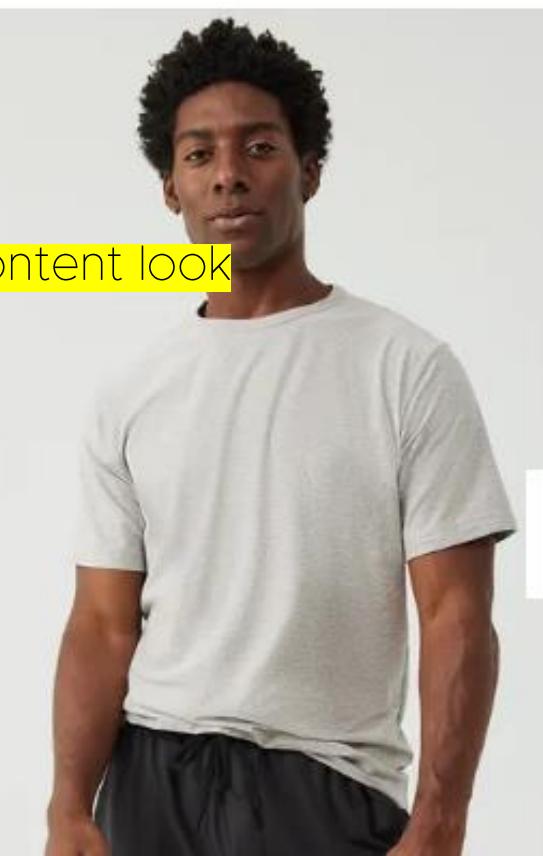
A more non competitive nature



Simple minimalist  
description



A more content look



# Features & Attributes



Model's size ①

Coord

Low graphics

And solid colors & pastels colors & some textures



-30 %  
₹5,999.00 ₹4,199.50

Arsenal Chinese Story Pants  
Men Football



35% Off



35% Off



Coord / Minimal

## Sweat shirts

Low graphics

And solid colors & pastels colors



Everyday look

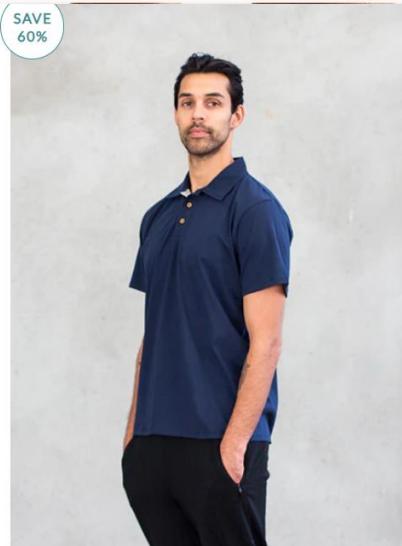
The casual nerd look

The basics look or the Sunday  
look

Basic colors very minimum  
graphics



For an effortless all-





## Sports & casual / active wear

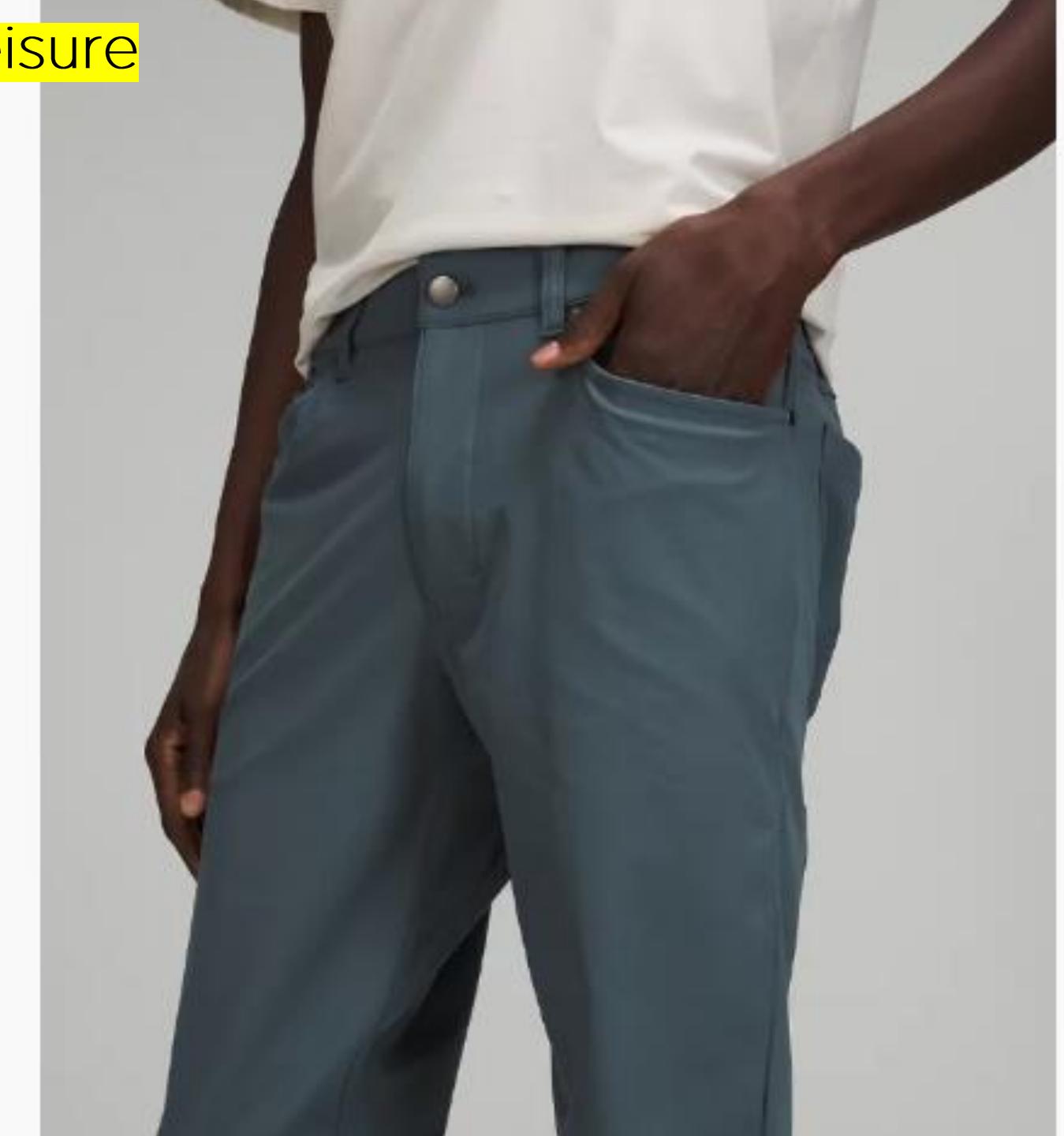




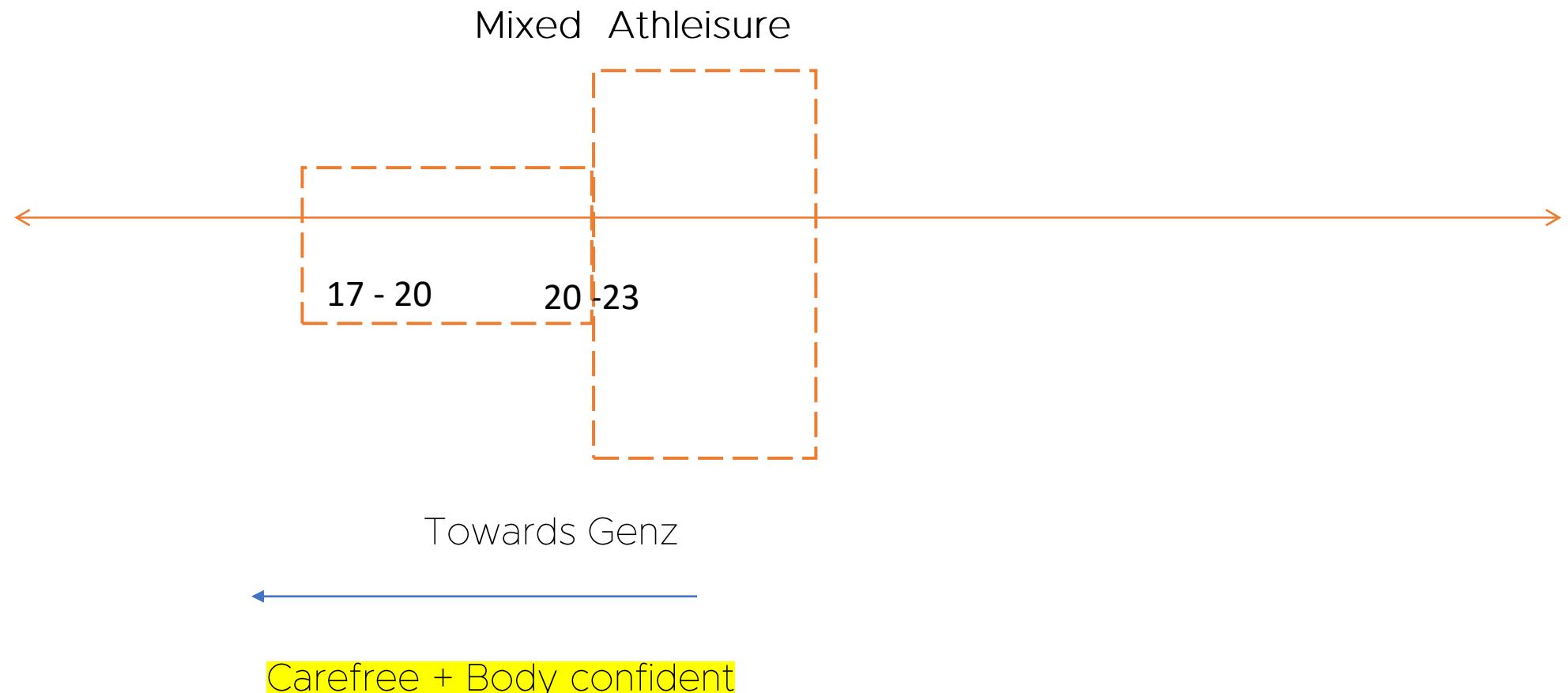
DIVISIONS IN ACTIVE WEAR



Workleisure



# Gen-z Men & Women & the experimental





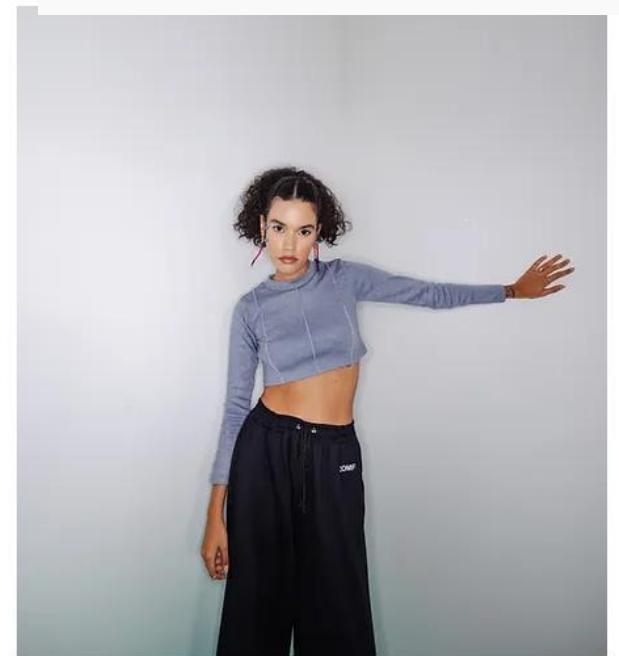
Carefree  
rather than  
wellbeing

Graphics are heavier  
The models are younger  
Things like limited edition  
comes into place





Very Experimental and the models look a bit different



A close-up profile photograph of a young man with short dark hair, wearing a dark blue zip-up hoodie. He is looking slightly to his left. A small white earring is visible in his left ear. A black and white soccer ball is positioned in his mouth, centered between his upper and lower lips. The background is a plain, light blue.

More rebellious nature

# FLOW

Decoding

Define  
people &  
features

Divisions &  
Overlapping



Where we are

## MOVEMENT & MOBILITY ANYWHERE

Most M&M



Running  
Gym  
HIIT

Hiking/ Trail  
Walks

Yoga &  
Pilates

Travel

Running  
Errands

MIXED M&M

Least M&M

Outdoor  
Socializing

Office

Chill at Home



Active Wear Band



Athleisure Wear Band



?

As we go towards the right the movement reduces and the traditional fast fashion brands take over Where they don't call themselves as an athleisure brand

1. Art studio fashion ( no trends only unique pieces )

2. Fast fashion

3. Fast fashion with traits of Athleisure and aesthetics of urban street

4. Always trendy

5. Complete urban street

6. Lounge wear



# 1 Art studio fashion ( no trends only unique pieces )



they have other  
SKU's in which one  
of the sections is  
everyday wear





### 3. Fast fashion with traits of Athleisure and aesthetics of urban street



A collage of images showcasing various pieces of clothing and models. It includes:

- A woman in a grey hoodie with the text "FOR THE CULTURE HOODIE - CHARCOAL". Below it says "AVAILABLE NOW".
- A man in a navy hoodie with the text "FOR THE CULTURE HOODIE - NAVY". Below it says "AVAILABLE NOW".
- A woman in a light grey hoodie with the text "VISIONARY HOODIE - CLAY". Below it says "AVAILABLE NOW".
- A man sitting on a stool wearing a grey hoodie and brown cargo pants, labeled "Cargo".
- A man sitting on a stool wearing a purple shirt and light blue loose-fit pants, labeled "Loose".
- A man sitting on a stool wearing a black t-shirt and black formal pants, labeled "Formal".
- A man sitting on a stool wearing a light blue shirt and dark blue jogger pants, labeled "Joggers".

**Heavy graphics**



**Minimum outdoor look**



Sale



They are having  
athleisure



Cotton DrawString Track Pants  
Rs. 734.00



Drawstring Waist Cargo Trousers  
Rs. 839.00



Slant Pocket Trousers  
Rs. 734.00



Drawstring Shorts White  
Rs. 524.00

They are more trusted on this side as  
most of them sell in the tier 2 cities



Unstoppable Premium Non Zipper  
White Hoodie  
Rs. 734.00



Insanity Premium Non Zipper Blue  
Hoodie  
Rs. 734.00



Chill Mode Premium Non Zipper  
Black Hoodie  
Rs. 734.00



Panther Claw Premium Non Zipper  
White Hoodie  
Rs. 734.00



Solid Drawstring Shorts



Basic Drawstring Shorts



Cuffed Drawstring Shorts White



Premium Trousers



Skull Logo Hoodie



PARIS



GOOD VIBES ONLY



SYNCHED

They show themselves as fast fashion but always  
higher on the graphics side



Winter Wear



Oversized Edit



Shirts



Snitch LUXE



T-Shirts



Jeans



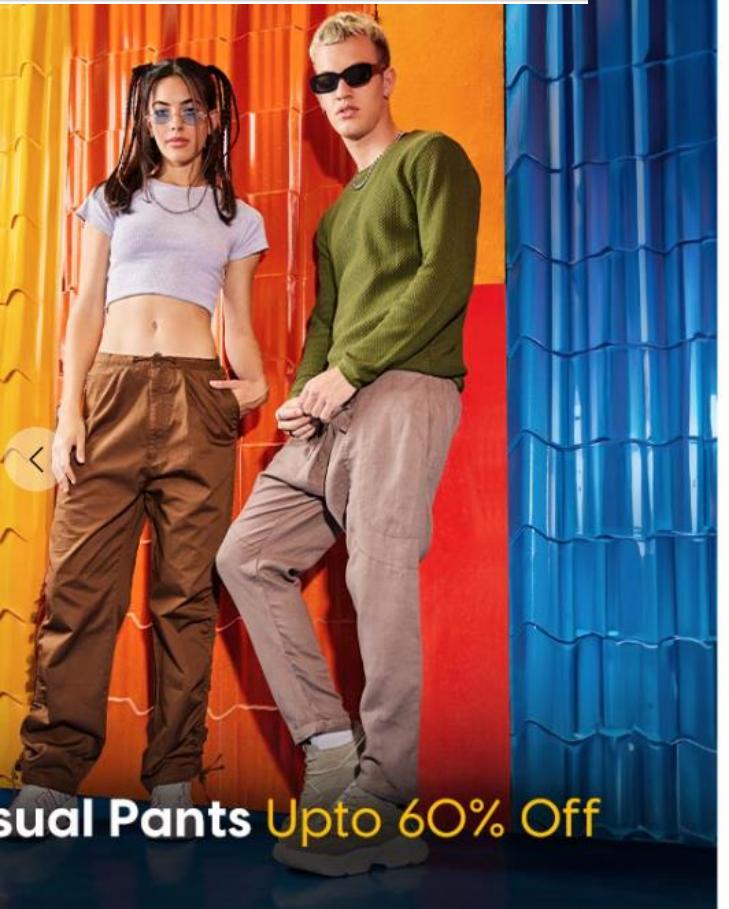
Trousers



Co-Ords

Always trendy

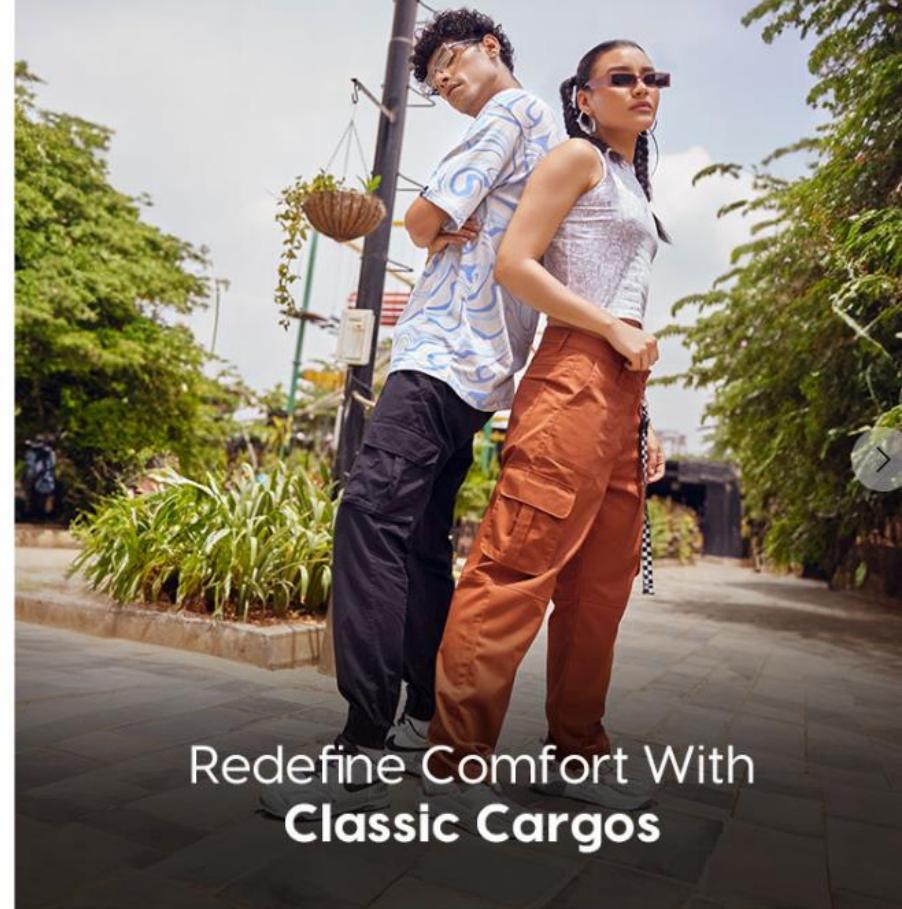
**bewakoof®**



Causal Pants Upto 60% Off



Baggy Oversized Jeans  
Upto 70% OFF



Redefine Comfort With  
**Classic Cargos**



## 4. Complete urban street



### SET OF 3

DRIP BIZ,  
ANTI MNKY//WHITE,  
ANTI MNKY//OFF-WHITE  
COLLECTION: FLEX



001



002



003



### SET OF 4

COLLECTION: BESTSELLERS  
UM VISION, DAILY REMINDER//001,  
DAILY REMINDER//002, STICKER PACK//001





TM & © 2023 Playboy



URBAN MONKEY

Official Merchandise made exclusively for Playboy® in association with Urban Monkey®, India.

An icon strong within its lifestyle & fashion. Playboy and Urban Monkey have the platforms help Indian youth advance the importance of mental health, Gender Fluidity, Sexual Pleasure, Socially critical Awareness and Body Positivity.

Inspired by Playboy's vision of "Pleasure for All", we hope to help the youth of India, Encourage the Pursuit of Pleasure & Open their Right of Expression.



001/003  
ADVENTURE CARGO PANTS 001



002/002  
CORE PARACHUTE PANTS 001



003/003  
ADVENTURE CARGO PANTS 003



002/002  
ADJUSTABLE CARGO PANTS 001



001/002  
CORE PARACHUTE PANTS 001



# 6. Lounge wear

More patterns

More quality of cloth

Less graphics





# FLOW

Decoding

Define  
people &  
features

Divisions &  
Overlapping

Where we are





UP TO  
**40%**  
OFF

WINTER SALE

SHOP NOW



**MEN**<https://edrio.com/collections/women>**WOMEN**

## NEW ARRIVALS AW23 ATHLEISURE CLOTHING COLLECTION

Explore the ultimate blend of style and comfort with our exclusive Athleisure Wear Collection.

A must have addition to your wardrobe this season.

[SHOP NOW](#)



## CELEBRITIES IN EDRIO'S ATHLEISURE



## Our Story

At EDARIO, our vision is to redefine athleisure wear by blending style, functionality, and luxury. We aim to inspire individuals to embrace a fashionable yet active lifestyle with confidence and comfort. Through our curated collection of premium athleisure apparel for men and women, we strive to empower customers to express their unique style while promoting overall well-being.



DRESS

SHORTS

TANKS AND TOPS

Rs. 1,199



High Waist Full Length Tigh...

Rs. 1,799



Basic Cut And Sew Full Len...

Rs. 1,799



Basic Cut And Sew Full Len...

Rs. 1,799



High Waist Tights With Cont...

Rs. 1,799



Soft Camouflauge Print Reg...

~~Rs. 3,999~~ Rs. 3,599 (10%)off



Black All-Season Double La...

Rs. 4,499



Sleek Grey Puffer Jacket wi...

Rs. 4,599



Multi-color Italy Print Puffer ...

Rs. 6,499



Versatile Olive Puffer Jacke...

Rs. 4,599



Loose fit Orange varsity jac...

Rs. 5,999



Men Premium Tan Corduroy...

Rs. 4,599



Loose fit Grey varsity jacket...

Rs. 5,799



Loose fit Olive varsity jacke...

Rs. 5,999

High graphics



High mobility  
& movement



Low graphics



BEWAKOOFF®



#SNITCH

JACK &  
JONES

ED&O  
IMAGINED IN ITALY

H&M

ZARA

JOCKEY

Low mobility  
& movement

Decoding  
Codes support

Define  
people &  
features

People ,culture,  
scenarios and  
abstraction

Divisions &  
Overlapping

Division of wears and  
the application  
overlaps

Where we are  
  
A basic  
understanding

The first thing does not give the picture of Atheisure  
↳ It's a component  
monte carlo.

not in the codes of atheisure

- \* Goggles
- Infinity

• claiming directly → atheisure

• living celebrity association → The youthness  
of atheisure is missing.