



# Under Armour Beyond Athletics

A curated collection using location-based augmented reality and customer specific merchandising tips from a world class stylist

Adria Duncan

Design & Product Development

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## Abstract

This year's YMA Fashion Scholarship Fund case study focused on physical retail in a digital world. Applicants were asked to explore how the weaving together of digital technology with offline shopping can improve the performance of a fashion retailer of your choice. After designing a curated collection, applicants were required to explain their proposal using written and visual explanations.

Under Armour is a brand that would greatly benefit from adding a curated collection to their assortment. The company has been struggling to go beyond the realm of male athletics due to the perception that the brand caters solely to men. I propose that Under Armour partner with Marni Senofonte, one of the world's most exclusive and in demand stylists, to create an interactive shopping experience that can only be done in store. Through Aurasma, an augmented reality app that takes any image and makes it come to life using graphics and animation, customers will scan these collection's prints in-store and receive expert style advice from Marni. Women will not have to wait for trends first showcased by celebrities to reach mass market. The ability to purchase and merchandise these garments will be right at customers' fingertips.

## Inspiration Board



## Sketchbook

8. How would you communicate the story behind the collection?

Curated collection: A well thought out collection that targets a specific market/niche of people. Minimize number of choices for customers but making sure the products Under Armour are unique and highly desirable

There are male curated collections but not female  
- create a UA curated women's collection?  
Pinterest - Example  
Retailers use this platform to link products so that customers can immediately go to their online stores and buy them

Nordstrom used curated collections - Olivia Kim

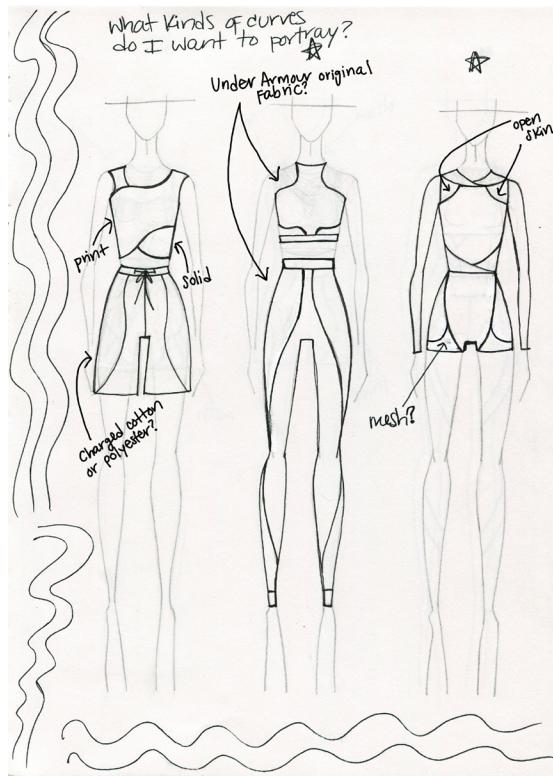
- Nordstrom X Nike
- Nordstrom X Goop

Personal Stylist examples: Shoe Dazzle, Just Fab Outfitters, Stitch Fix, Trunk Club, Modamoto, Zalora, Birchbox, Blue Apron

Brands that can offer an inside look into someone's life/have that personal feel  
- looking into the closet of a stylist  
- Stylists: Mimi Cuttrell  
Marni Senofonte  
Mel Ottenberg

Retailers work with stylists and do collections, but why not athletic brands?

Nike has teamed up w/ Givenchy, but that is brand+brand also Stella McCartney + Adidas



## Materials Story



**HeatGear®**  
100% Polyester



**Charged Cotton®**  
65% Cotton, 30% Polyester, 5% Elastane



**Hybrid Fleece**  
94% Polyester, 6% Elastane



**ColdGear Reactor®**  
90% Polyester, 10% Elastane

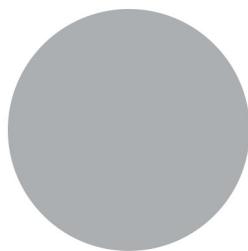


**Stretch Mesh**  
88% Polyester, 12% Spandex

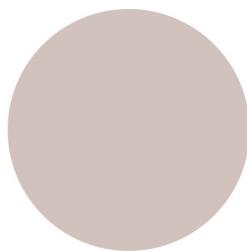


**Performance Spandex**  
80% Nylon, 20% Lycra

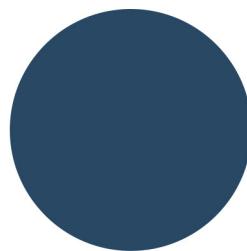
## Color Story



Pebble



Cape

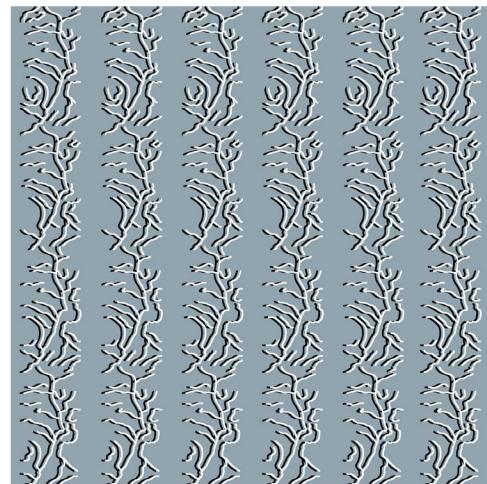
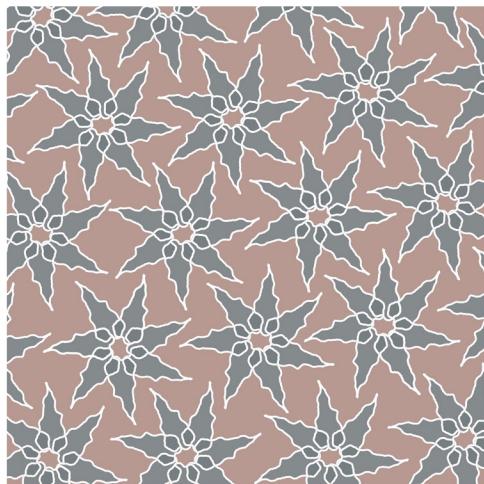


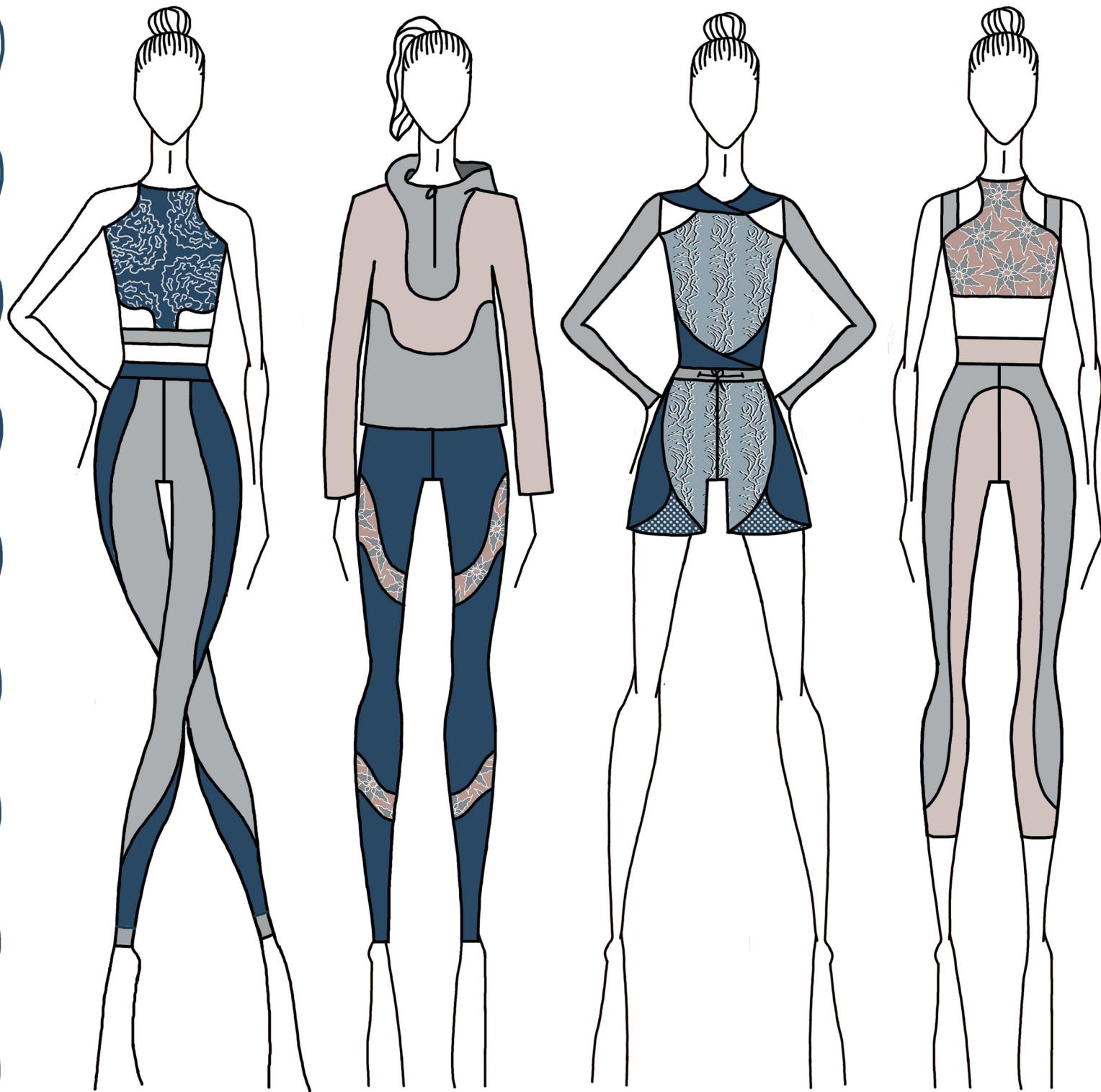
Tide

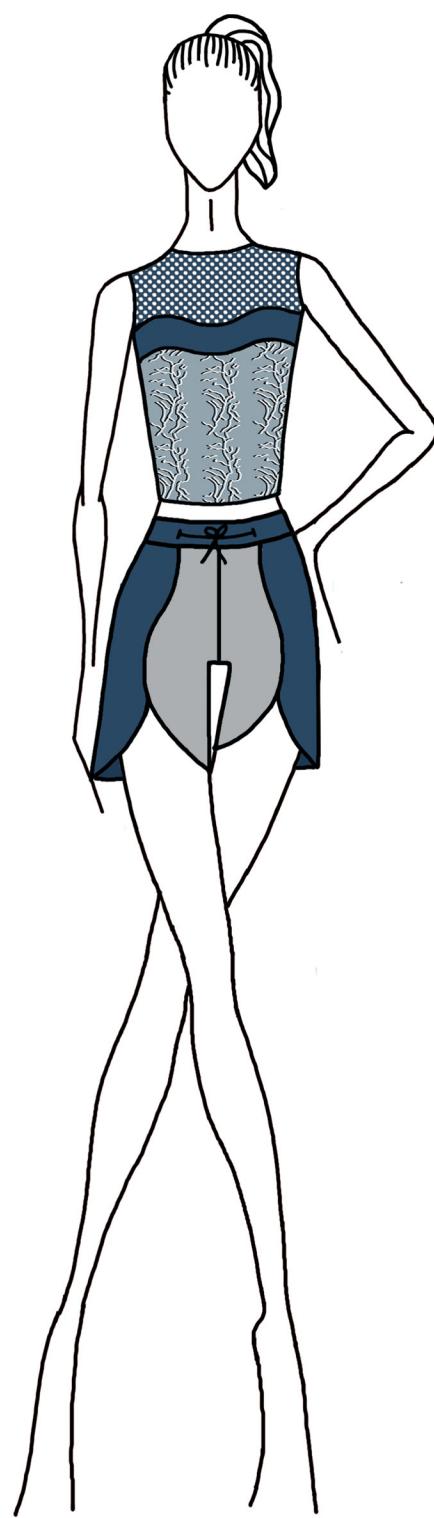
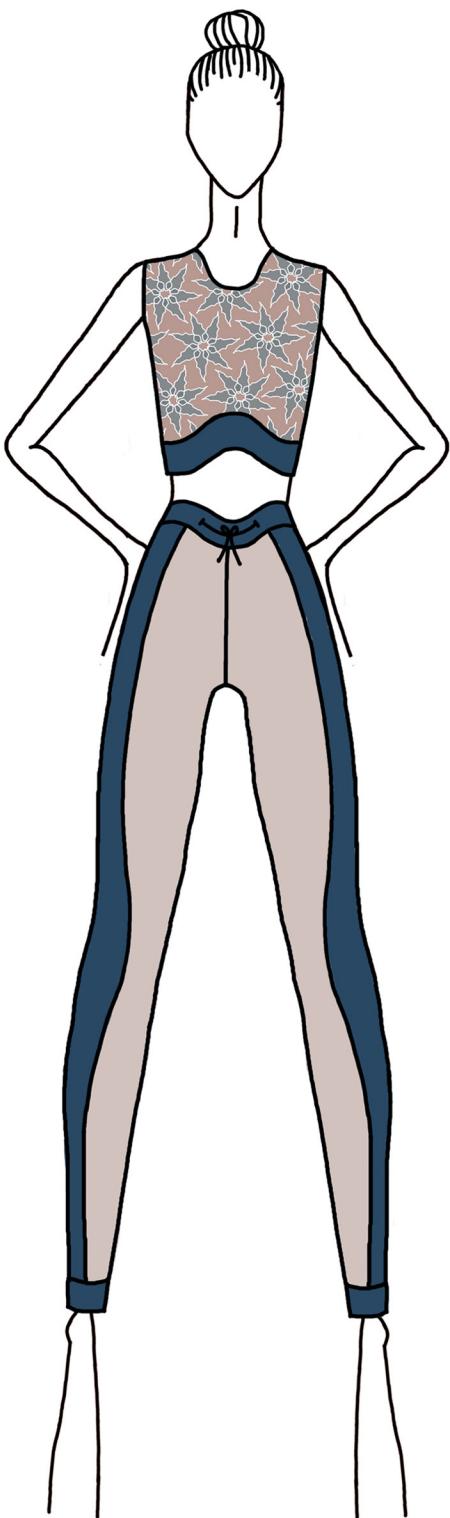
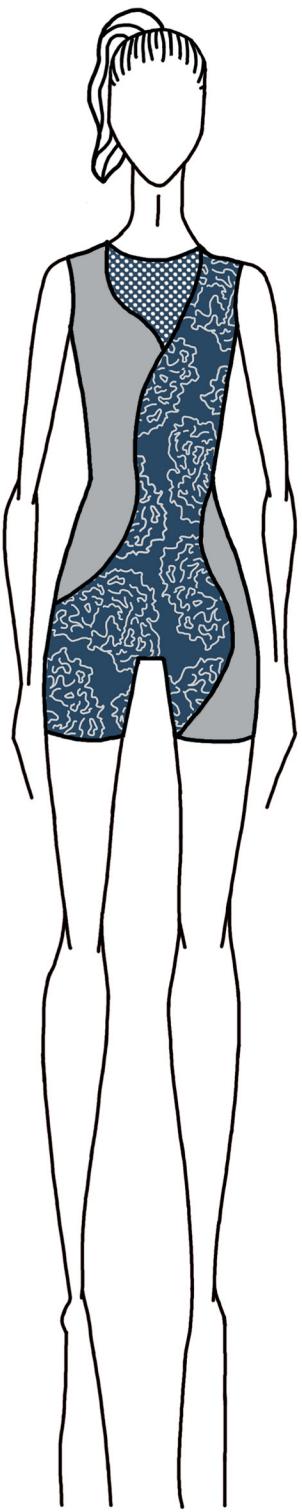
Aurasma App



## Prints

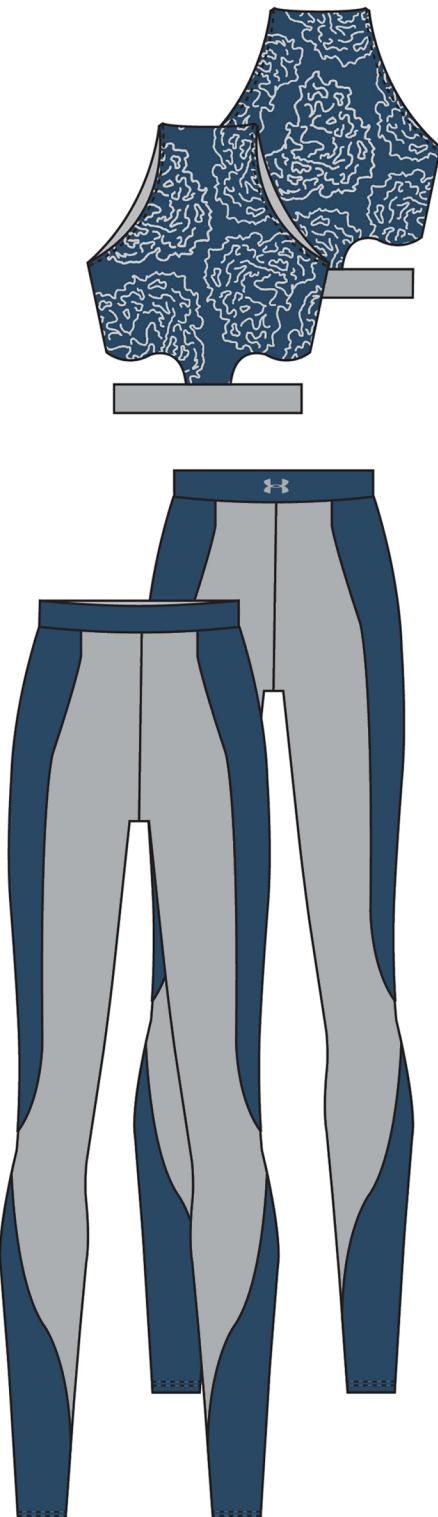






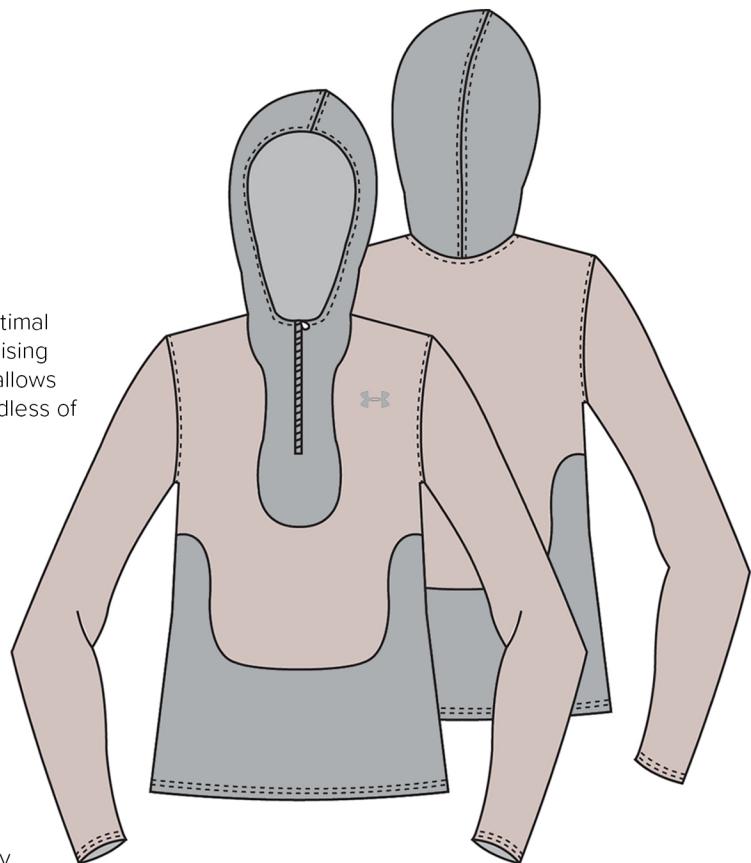
## Breathe Sportsbra & Storm Legging

Made with HeatGear® fabric, this sportsbra and legging reduce heat while remaining lightweight and flexible. These garments complement one another but can be mixed and matched to create personalized combinations.



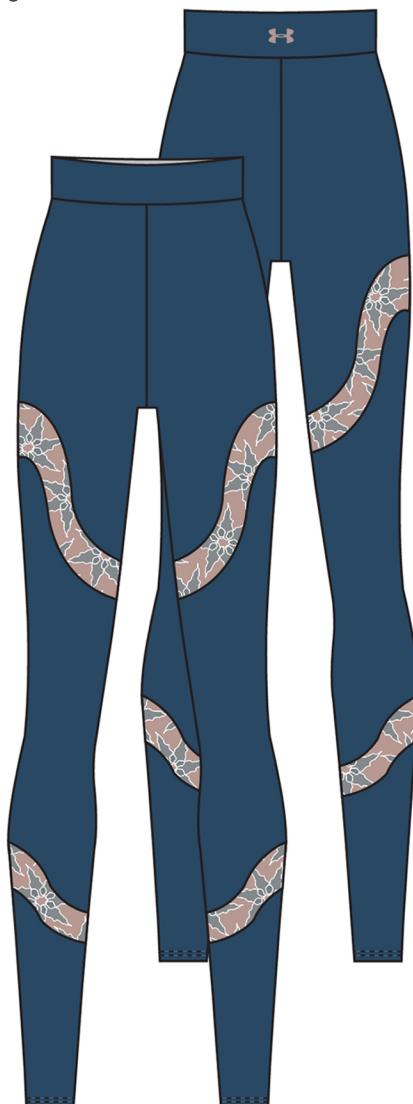
## Drip Pullover

Hybrid fleece ensures optimal warmth without compromising breathability. This jacket allows for perfect layering regardless of season.



## Wave Legging

UA Charged Cotton® tri-blend provides wearers an incredibly soft feel without excessive squeeze. This garment can be dressed up or down. Perfect for day and night.



## Ripple Bodysuit

Made from Performance Spandex, this bodysuit doubles as a workout staple and daytime outfit when paired with pants or joggers. The mesh front and open back add unexpected flare to this classic garment.

