

# Competitor Analysis - Leaf Wear Campaign

Sustainable Fashion Brand

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# Leaf Wear - Brand Introduction

Leaf Wear is a 100% natural and eco-friendly fashion brand.

- Mission:  
Provide sustainable clothing that respects the environment.

- Vision: Make sustainable fashion accessible and stylish for young people.

- Values: Eco-consciousness, affordability, and community impact.

# Selected Competitors

**patagonia®**

Patagonia  
(Global)

 tentree

Tentree  
(Global)

UP•FUSE

Up-fuse  
(Local, Egypt)

# Competitor Comparison

<b>Element</b>	<b>Patagonia</b>	<b>Tentree</b>	<b>Up-fuse</b>
Mission	Sustainability & Protecting Environment	Planting trees per product	Recycling plastic & waste
Products	Outdoor clothing	Casual/daily wear	Bags & accessories
Strengths	Global awareness	Community engagement	Local relevance & innovative materials
Weaknesses	High prices	Limited variety	Not full fashion brand
Marketing	Storytelling & video campaigns	UGC + planting trees	Local fairs & green marketing

# Key Insights

- Global brands strong in storytelling but expensive → opportunity for Leaf Wear to offer affordable options.
- Local brand (Up-fuse) known but not a full clothing brand → chance for Leaf Wear to cover full sustainable fashion.
- Egyptian market: focus on simple, practical content (Reels, influencers, university campaigns).