

Competitor Analysis - Leaf Wear Campaign

Sustainable Fashion Brand

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Leaf Wear - Brand Introduction



Selected Competitors

patagonia[®]

Patagonia
(Global)

10[↑]
tentree

Tentree
(Global)

UP•FUSE

Up-fuse
(Local, Egypt)

Competitor Comparison

Element	Patagonia	Tentree	Up-fuse
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).