

**Oiselle: Competitive Analysis, Round 1**  
September 2018

	Oiselle	lululemon	Athelta	Lucy/The North Face	Outdoor Voices
<b>Emphasis On</b>	Running	Yoga, Pilates, Running, Athleisure	Yoga, Pilates, all fitness, Athleisure	Yoga	Hiking, Running, Yoga, All fitness, Athleisure
<b>Price (based off leggings)</b>	\$85-130	\$98-\$150	\$59-98	\$45-120	\$75-95
<b>Target Audience</b>	Experienced Runners	Yogis, trend-followers, studio class fans, city-dweller	The casual athlete	The crunchier athlete/yogi	The city-dweller/weekend hiker
<b>Associated with a larger brand?</b>	No	No	GAP, REI	The North Face	No (J. Crew exclusives)
<b>Community aspect?</b>	Yes	Yes	No	No	Yes
<b>Observations</b>		Exclusive, chic, fashionable, enviable, athleisure, trendsetter. VERY popular female-brand (did know they designed for me), status symbol	More welcoming, All-American (GAP), fashion over substance, cozy, athleisure	Practical, functional, feels genuine due to connection with TNF. lacking in personality, made for athletes/outdoors enthusiasts instead of trying to be trendsetters, "crunchier"	Trendy, Outdoorsy, Instagram-worthy, functional but cute
<b>Manifesto/Statement</b>	We make premium apparel for women who prefer quality. Who seek styles that endure, and fabrics that go the distance. We only use the best ingredients; high performing materials that meet our standards of softness, stretch, durability, and technical properties such as heat, sweat management, insulation, and UV protection. We're obsessed with bringing a new generation of technical lifestyle apparel to market; clothes that empower and strengthen your mind because they respect your body.	A constant that has never wavered is our desire to empower people to reach their full potential through providing the right tools and resources, and encouraging a culture of leadership, goal setting and personal responsibility. Our core values of quality, product, integrity, balance, entrepreneurship, greatness and fun are lived by our people every day and are at the heart of our unique company culture.  We live a life we love. We set our goals to align with our vision, and it's why, so often, our one-year goals become today's reality.	We're here to empower women and girls. #powerofshe  5 Core Values (includes sisterhood and sustainability) We design clothes that transition from workout to work to weekend. Because you need pieces that can carry you through your whole day and last for years.	Cannot find a statement that's separate from TNF  <i>They are starting to completely merge into TNF</i> <i>There's barely any Lucy branding and products are mixed in.</i>	We believe in Doing Things — moving your body and having fun with friends. That when you drop the expectations to perform, the magic happens. That the joy of the game outlasts a win. That friends who sweat together, stick together.

Notes: After reading the creative brief and looking at competitors, Oiselle can stand out by positioning themselves in the followings areas:

- Inclusive
- Strong
- Not afraid to get dirty (grit)
- Intellectual (define what this means in terms of athletic gear - fabric? fit? technology?)

**Oiselle: Competitive Analysis, Round 2**  
October 2018

	Oiselle	Nike	Janji	Title 9
<b>Emphasis On</b>	Running	Running, all sports	Running	Outdoors activities, running
<b>Price (based off leggings)</b>	\$85-130	\$45-140	\$50-80	\$37-100
<b>Target Audience</b>	Experienced Runners	Everyone, Nike owns this market.	Experienced Runners	Outdoors enthusiast
<b>Gender?</b>	Female	All	All	Female
<b>Community aspect?</b>	Yes	Yes, Nike + RunClub (app)	JANJI COLLECTIVE is a membership program that rewards you with free gear and a lifetime discount in exchange for a one time contribution to support the clean water cause. (Give \$50 to support clean water, get 15% discount for life)	No
<b>Observations</b>		Nike is the leader in athletic gear. It's hard to find someone who hasn't bought something made by Nike. They're more a brand to look at for guidance than to try and beat. They share inspirational stories and have clean website design. They bring attention to every sport that they make products for, but it's not as specialized since they're so broad.  Site is lifestyle picture heavy instead of a grid of products to sell right away. They are showing you the image of joining Nike first.	Welcoming, focused on humanitarian good, color scheme runs throughout clothing, straight forward clothing options, easy to navigate, minimal menu options	Female-focused, not fashion-forward, feels more inclusive/welcoming instead of high-end, trendy gear, outdoor focused, "crunchier" style
<b>Manifesto/Statement</b>	We make premium apparel for women who prefer quality. Who seek styles that endure, and fabrics that go the distance. We only use the best ingredients; high performing materials that meet our standards of softness, stretch, durability, and technical properties such as heat, sweat management, insulation, and UV protection. We're obsessed with bringing a new generation of technical lifestyle apparel to market; clothes that empower and strengthen your mind because they respect your body.	To bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete.  Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.  Nike Running: WE ARE WHAT WE BELIEVE. We founded and built an entire company on that idea. And we believe in helping RUNNERS – fast runners, slow runners, heavy runners, skinny runners, long-distance runners and sprinters.	This didn't sit well with us, so we started a brand where you can give back beyond race day. Through each and every run, wherever it takes you.  Our mission is to make performance running apparel that connects people. Where each step forward leads you out into the world. Into something extraordinary.  (Proceeds go to clean water)	Title IX is a landmark federal civil rights law that requires gender equality in all aspects of publicly-funded education. "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance."  IN PRAISE OF DIFFICULT WOMEN  They use real women as models.

Notes: After reading the creative brief and looking at competitors, Oiselle can stand out by positioning themselves in the following areas:

- Inclusive
- Strong
- Experts on female running gear
- Not afraid to get dirty (grit)
- Intellectual (define what this means in terms of athletic gear - fabric? fit? technology?)