



mainstream sport aesthetic

THIS DESIGN AESTHETIC IS A HIGHLY SATURATED MARKET SEGMENT THAT MIGHT WORTH EXPLORING AS AN INTRO INTO TO A MORE MATURE MARKET, A SUGUE INTO THE GROCERY GETTER SCENE

aspirational aesthetic

THIS DESIGN AESTHETIC IS DICATTED BY LATE 30 SOMETHINGS TO REMAIN FASHIONABLE AND PERTINANT BUT NOT AT THE EXPENSE OF BEING DULL OR APPEARING TO CATER TO THE TRENDS OF THE YOUNG

FASHION FORWARD aesthetic

THIS DESIGN AESTHETIC IS AT THE CUTTING EDGE OF THE SPORTS INDUSTRY. HUGE MARKET OPPORTUNITIES EXIST AT THE LOW END OF THE PRICE SPECTRUM AND A PRICEPOINT CLOSE TO 100 DOLLARS

red circle indicates the price point at which market opportunities exist