JACOB WINKLER

BIEN DANS SA PEAU

FRENCH: WELL IN ONE’S SKIN; COMFORTABLE; AT EASE WITH ONESELF
Bien Dans Sa Peau is a sophisticated sportswear line for women aged 60+. It creates an aesthetic that would be equally comfortable on different ages & body types.
WHY SENIORS?

A GROWING POPULATION:
In 2014, the number of Americans aged 65+ was 14% of total population. By 2060, the senior population will grow to 24%.

A WEALTHY POPULATION:
Baby Boomers control 70% of disposable income in the United States and account for 45% of sales in apparel.

A HEALTH & WELLNESS ORIENTED POPULATION:
25% of gym goers are 55+ years old.

AN UNDERMARKETED POPULATION:
Less than 5% of marketing dollars are spent toward seniors.
GROWING MARKET
NO DIRECT COMPETITORS
INTERNATIONAL GROWTH
CHANNEL PARTNERSHIPS

FASHION BENEFIT RELIES ON INDIVIDUAL TASTE RATHER THAN PROVABLE FEATURE
EMULATABLE
IGNORED BY SPORT APPAREL
FASHION
ADS
MOVE
BEYOND
AGE
FIELD WORK

Internet Research & Athlete Observation

Retail Overview

Athlete & Expert Interviews
I don’t want to look young. I want to look great.

I want clothes that reflect how I want to feel: bien dans sa peau.
COLOR, MATERIAL & TYPE

BLACK AS PALLETE
MIDNIGHT BLUES
SILVER & GREYS

SOFT MERINO WOOL
CASHMERE
WATERPROOF SYNTHETIC

BRANDON GROTESQUE (THIN, MEDIUM, ITALIC)

GEOMETRIC, SANS SERIF

STURDY, BUT GENTLE. LEGIBLE BY OLDER AUDIENCES
SKETCHES
FLATS

OUTERWEAR: LE MARAIS
MIDLAYER: D’ORSAY
BASELAYER: GIVERNY
PANT: FRANCOIS
1. SERGED SEAM

2. TOP STITCH

3. DOUBLE NEEDLE COVER
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3. DOUBLE NEEDLE COVER
IDEATION
LE MARAIS
STAY COOL & DRY FOR YOUR EASY COMMUTE

JACKET
LE MARAIS
STAY COOL & DRY FOR YOUR EASY COMMUTE

1.
LONG SILHOUETTE AND WATER REPELLENT FABRIC FOR RAIN PROTECTION

2.
SLEEVELESS CONSTRUCTION WITH COVERAGE FROM CAPE FOR BREATHABILITY

3.
ZIPPER LOOPS FOR EASY POCKET ACCESS
D’ORSAY
WARM INTO YOUR WORKOUT

SWEATER
D’ORSAY
WARM INTO YOUR WORKOUT

1. LONG SILHOUETTE TO KEEP THE CORE WARM

2. LIGHTWEIGHT, SHORT SLEEVE BAFFLES ALLOW STYLISH MOBILITY

3. FUNNEL NECK FOR COVERAGE AND COMFORT
GIVERNY
MOVE WITH CONFIDENCE

SHIRT
GIVERNY
MOVE WITH CONFIDENCE

1. STREAMLINED RIBBED SLEEVE SLIMS AND LENGTHENS BODY

2. EXAGGERATED SHOULDER FRAMES BODY

3. DROPPED HEM GIVES FLATTERING SILHOUETTE
FRANCOIS
MOVE WITH FREEDOM & COMFORT

PANT
FRANCOIS
MOVE WITH FREEDOM & COMFORT

1
STRETCH WOOL JOGGER HAS HIGH END AESTHETIC AND AFFORDS MOBILITY

2
HIGH RIB KNIT EMPIRE WAIST SMOOTHES AND ELONGATES BODY

3
RIBBING AT ANKLE AND DRAPE FABRIC ALLOWS WEARER TO PULL PANT TO DESIRED HEIGHT
PLAN TO VALIDATE

VALIDATING BIEN DANS SA PEAU

- Functional Wear Test @ Gym
- Wash/Dry Test

Aesthetic

- Recruiting Testers
- Ages 30-70, Gym Goers (Batch by Age Demographic)

How to Test Fashion?

- Show Prototyped Collection in Private Setting
- Seek Feedback Through Survey

What Adjectives Would You Use to Describe This Line?

- How Does It Make You Feel to Wear?
- Does It Fit Well on Different Body Shapes?

- What is Most Difficult About Dressing for the Gym? Does This Line Address Your Concerns?
D’ORSAY

TRANSITION
WARMTH

LE MARAIS

TRAVEL
DRY

BIEN
DANS
SA
PEAU

MOTHER
FRIEND
DAUGHTER
NEIGHBOR
SISTER
CITIZEN

FRANCOIS

FREEDOM
COMFORT

GIVERNY

STRUCTURE
MOBILITY
## Overall Feedback

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<td>The market for 60+ women is very hungry for athleisure &amp; sportswear. This line addresses their fashion concerns.</td>
<td>Across all ages, the jacket catches the eye, the sweater wins the heart, &amp; the shirt and pants inspire an understanding of what Bien Dans Sa Peau is about: sophistication.</td>
<td>Pant and shirt meet comfort needs for athleisure, but are slightly too thick for performance activities.</td>
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### Heard in the Field

**Age: <35 Years**

+ “This sweater is amazing”
+ “I would wear shirts with these shoulders”
+ “I love the sweater! I could see someone of any age wearing it”
+ “This jacket is so cool! I would wear it at night and to events. If it were another color, I would wear it to the gym”
+ “These pants are great for athleisure, but too hot for strenuous exercise”

**Age: >60 Years**

+ “There is no one making sportswear for me. This sophisticated look is a great match for my age”
+ “I love the sweater! I could see someone of any age wearing it”
+ “This jacket is so cool! I would wear it at night and to events. If it were another color, I would wear it to the gym”
+ “These pants are great for athleisure, but too hot for strenuous exercise”
5. Introducing boomers: marketing’s most valuable generation, Nielson, (August 2012)