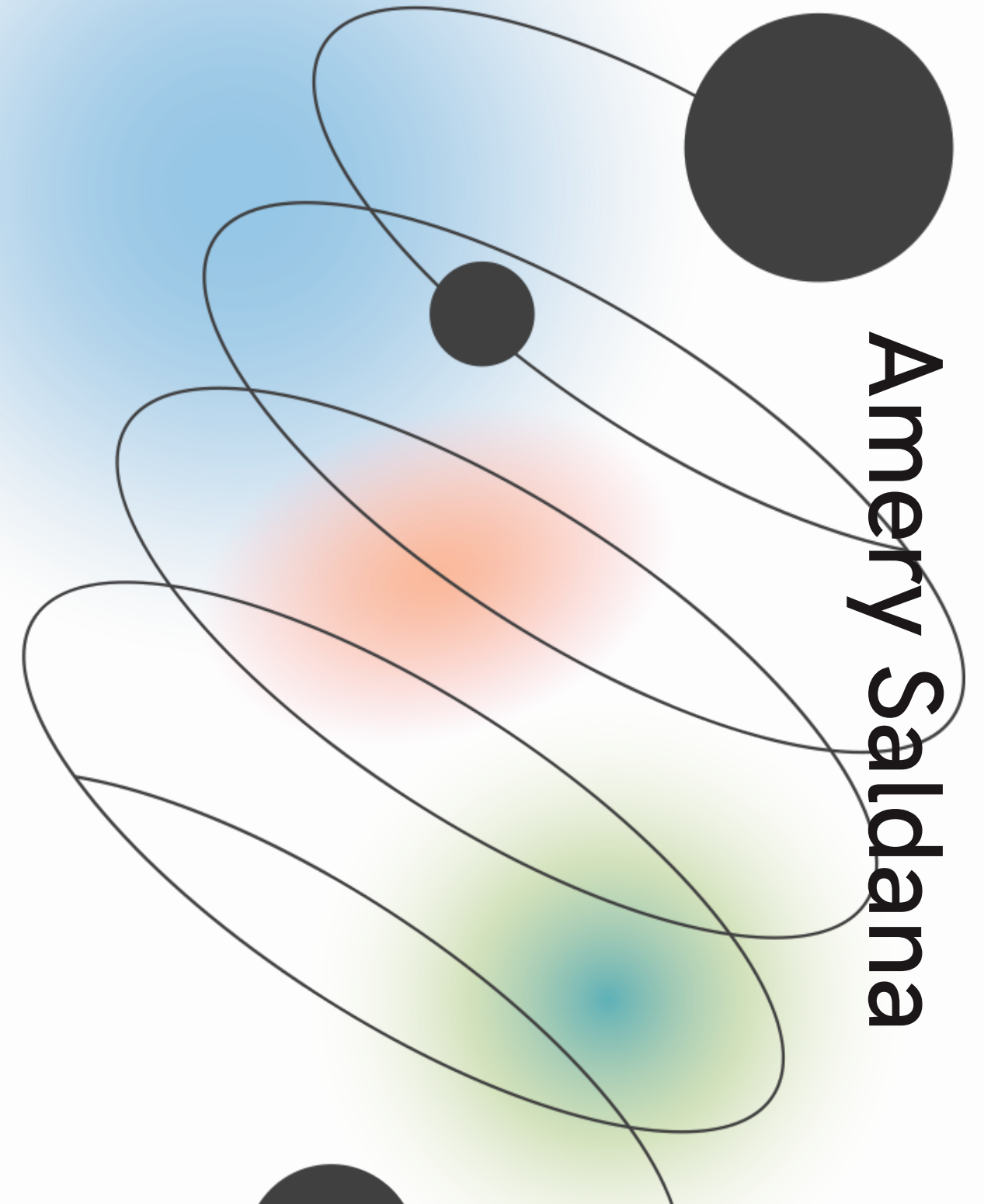
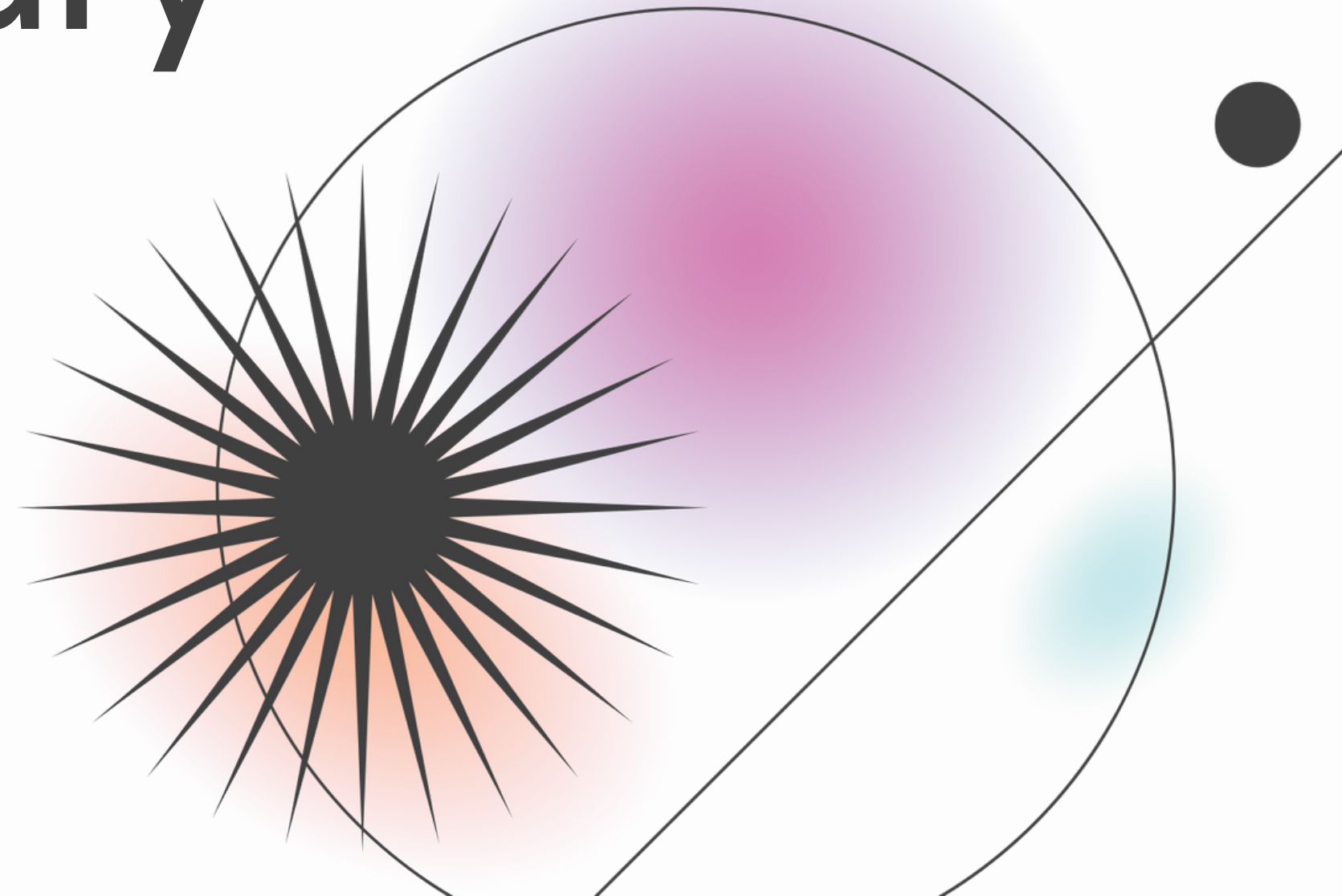


Persona Development Report





Executive Summary



Executive Summary



Background

Athleta was founded in 1998 as an athletic based brand for women. In 2008, Athleta was acquired by Gap, Inc. Two years later, in 2011, the first Athleta store was opened in California. Athleta is a brand designed by women, for women.

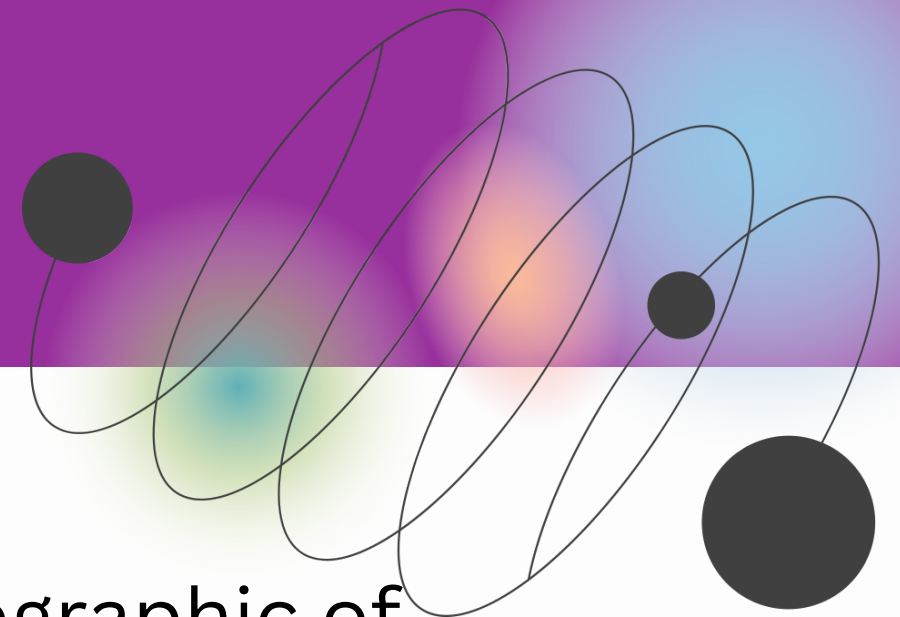
Products

Athleta strives to produce sustainably made, athletic clothing for men and women. Their fabrics are made with recycled materials, including water bottles. 382M+ plastic bottles have been repurposed into their clothing. Athleta is a size inclusive brand, offering sizing from XXS to 3X. Clothing produced by the brand is timeless, with the use of simple color palettes. All of their pieces are made with UVF fabrics, which protect consumers from the sun.

Target Audience

Athleta's target audience is aging women between the ages of 30 and 50.

Executive Summary



Marketing Efforts

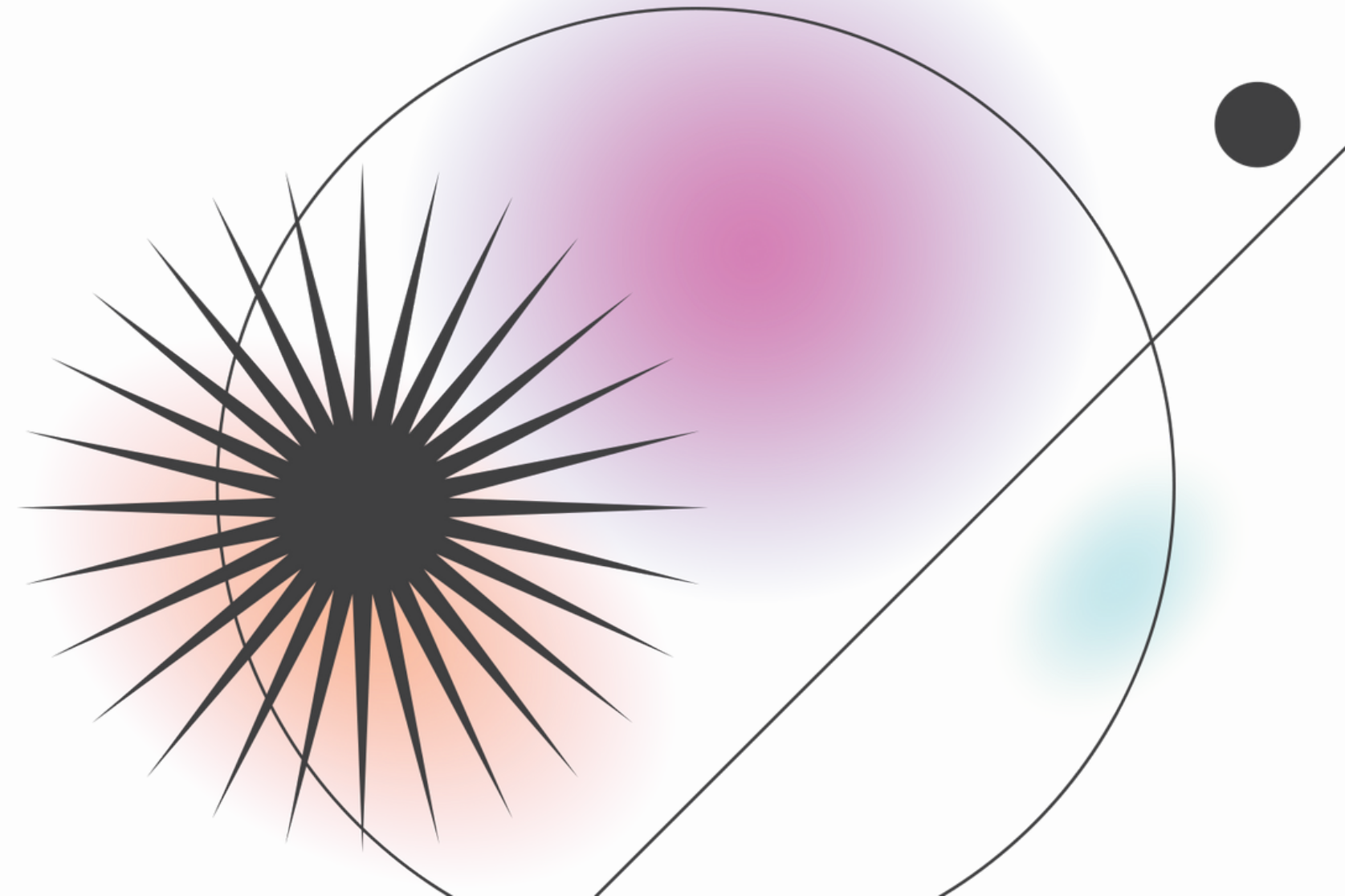
Athleta capitalizes on their marketing efforts that appeal to a wide demographic of women, including college students, mothers, plus sized women and women on a budget. The brand is very active on social media, showing their product being worn and on well-known women figures and your day-to-day women. Athleta gears their clothing to be a sustainable and timeless first choice in a closet.

Conclusion

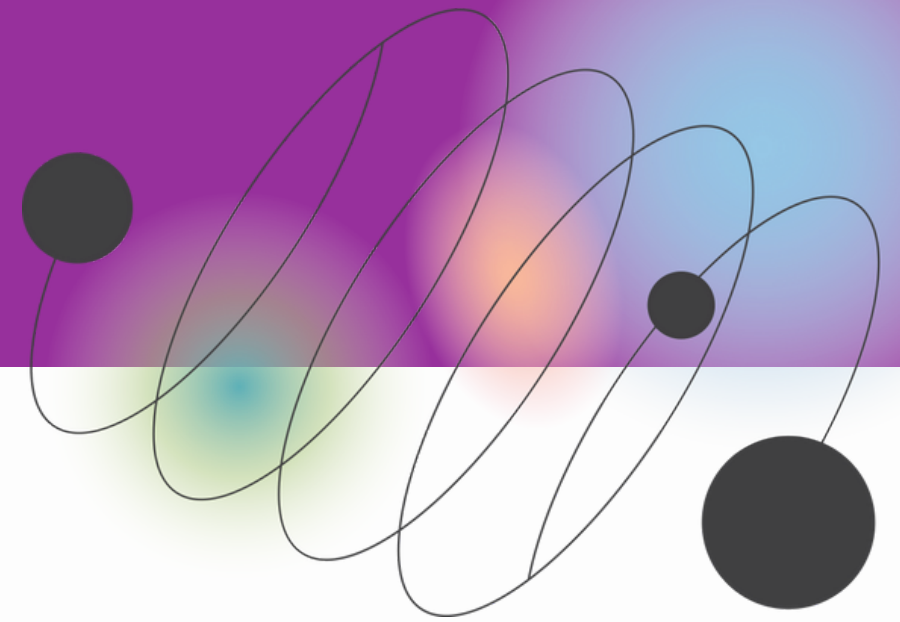
Altheta is a woman-run brand that focuses on producing sustainable and size-inclusive clothing that is aimed at being practical and timeless. The brand focuses on female empowerment through the use of their AthletaWell platform, which is a community for women to come to for guidance. Athleta Girl is the young-girl version of Athlete. The sector of the brand focuses on producing clothes for elementary to junior-high aged girls and empowering them along the way.



Target Audience



Target Audience



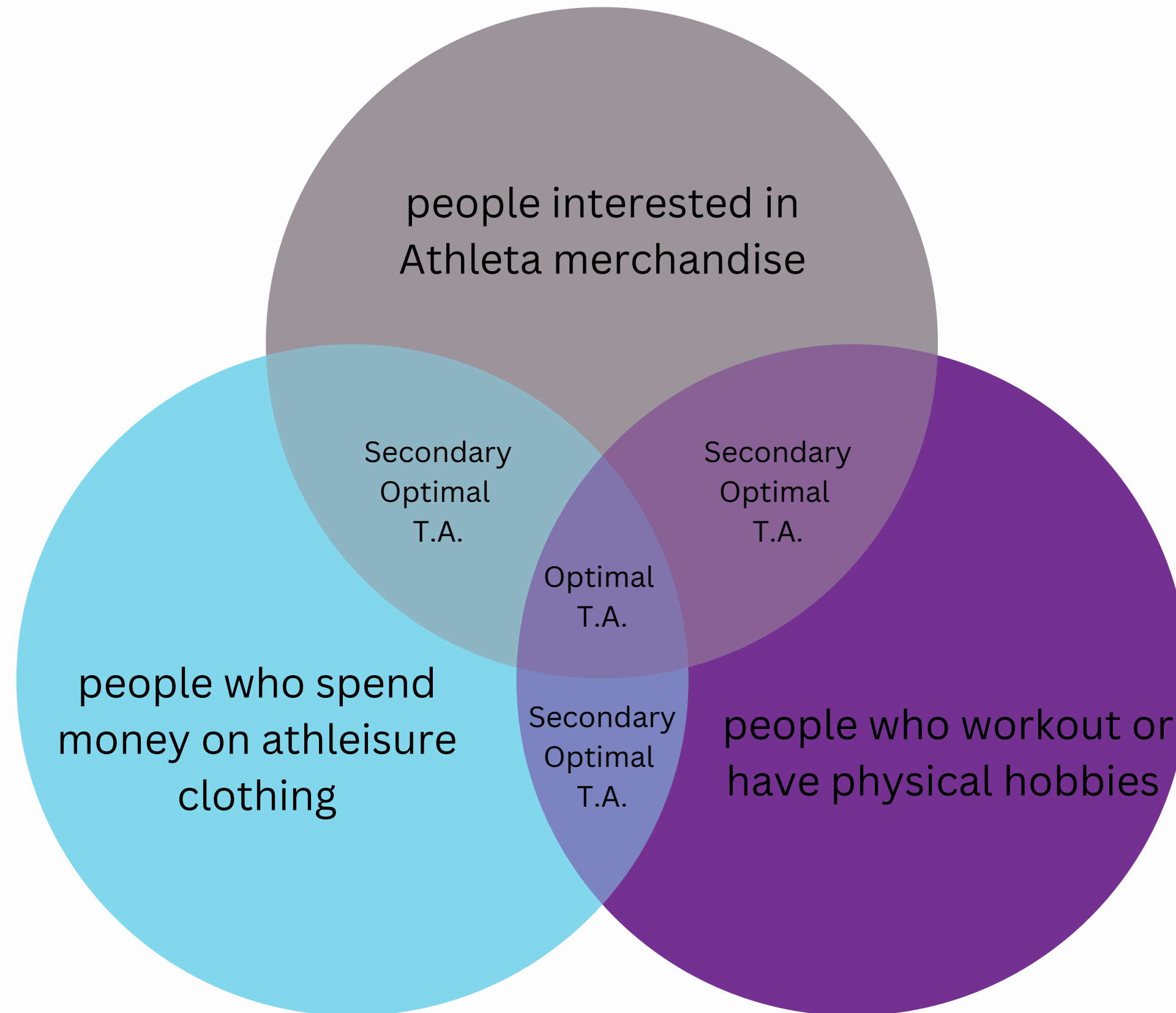
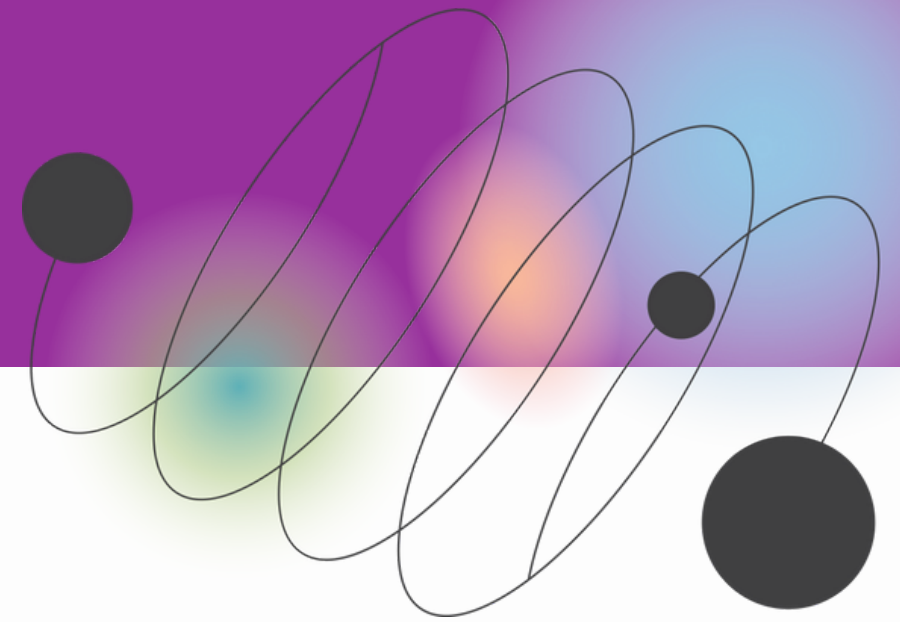
Primary

- ✿ women
- ✿ 30-50 years old
- ✿ college+ education
- ✿ \$40k income

Secondary

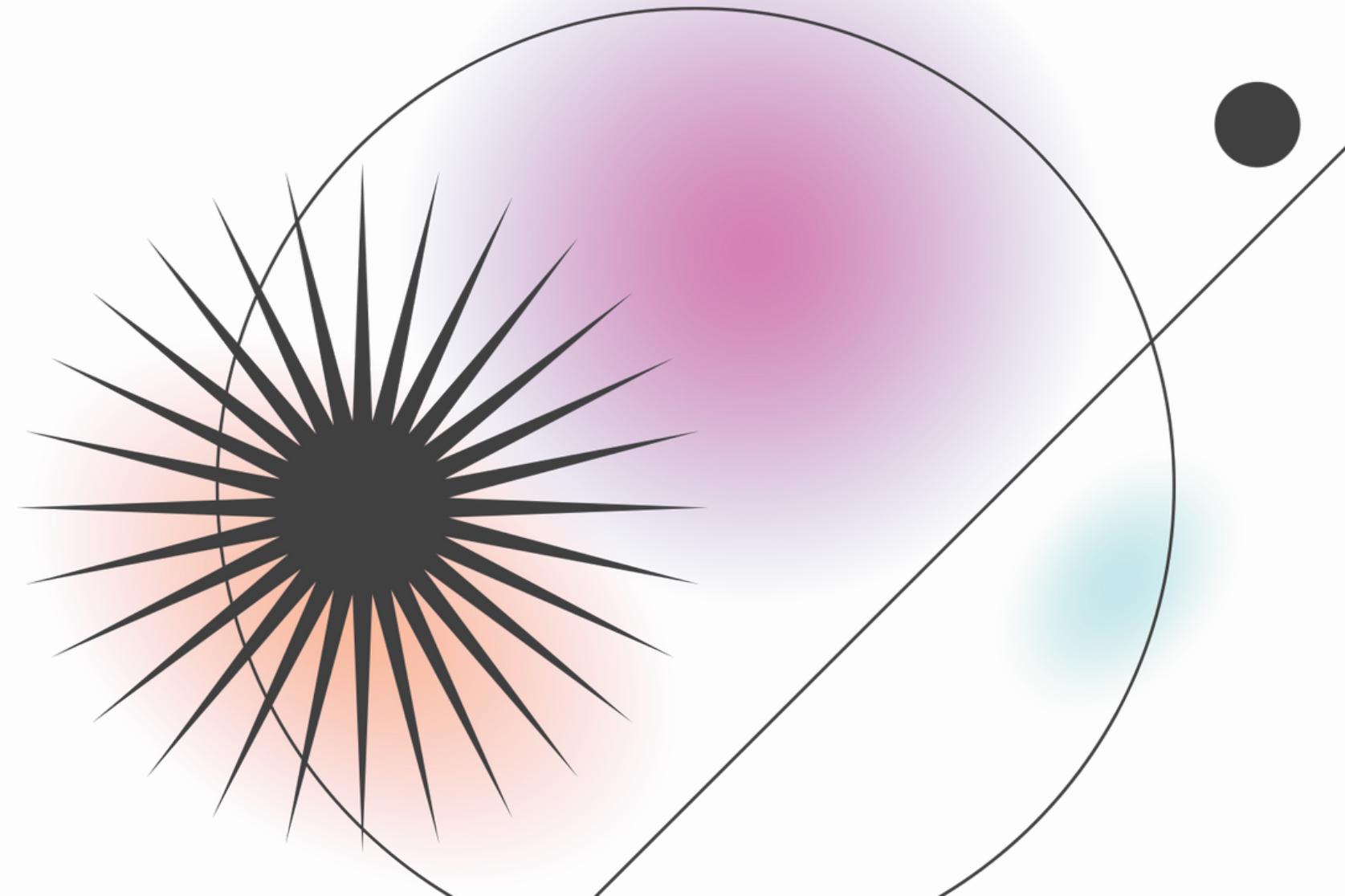
- ✿ young women
- ✿ 17-23 years old
- ✿ current college student
- ✿ \$10k income

Audience Interplay





Personas



Motivated Molly

“ I am focused on raising my children, but also want to stay and feel young.

Motivations

- To stay in shape.
- To keep up with her three kids.
- Lose weight from her last pregnancy.

Goals

- To feel good and look good.
- Maintain a spending budget.
- To get out of the house more.

Pain Points

- Too busy to shop.
- Works a full-time accounting job.
- Too tired to shop in-store.

Behaviors

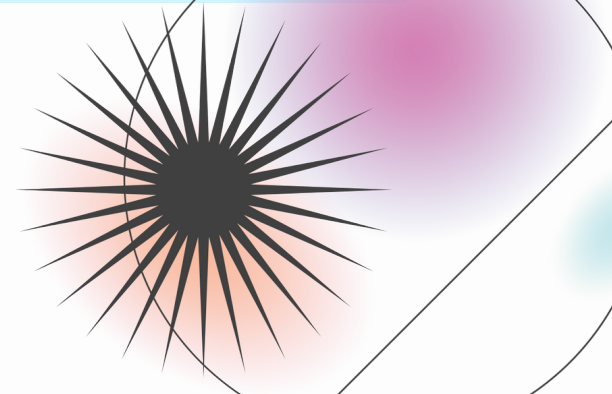
- Heavy Facebook and Instagram user.
- Prefers to online shop.
- Prioritizes her kids.



Profile

Type: 30 year old,
accountant

Role: Mother of three



Fit Fiona

“ My main goal is to get in shape for my marathon while still balancing being a college student.

Motivations

- To train for a marathon.
- To stay in shape.
- To be a fitness influencer.

Goals

- To become a personal trainer.
- Find more time for exercise.
- Make influencing her full time job.

Pain Points

- Is on a college student budget.
- Balances school and work.
- Small closet space.

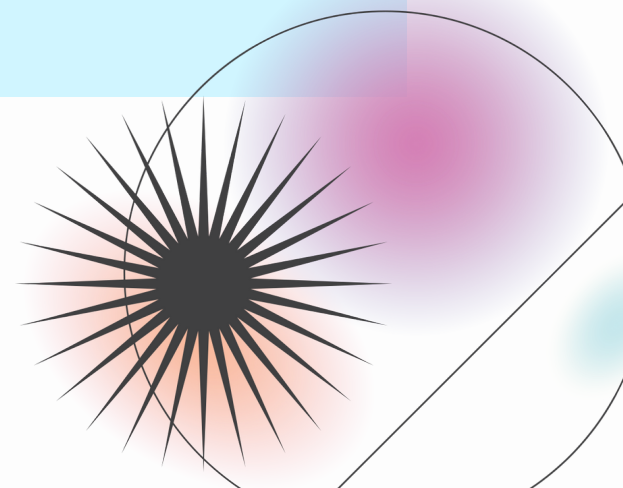
Behaviors

- Over-works herself.
- Avoids shopping.
- Scopes out the sale section before the rest of the floor.



Profile

Type: college student
Role: fitness influencer



Active Alyssa

“ I really want to see my grandchildren grow up, so I prioritize daily activities to keep me in shape.

Motivations

- To recover from hip replacement.
- Be able to keep up with her grandkids.
- Wear practical clothing.

Goals

- Live to see her grandchildren grow up.
- Get in shape.
- Spend less money on clothing.

Pain Points

- Has trouble being on her feet for too long.
- Has way too many clothes.
- Retired from her job.

Behaviors

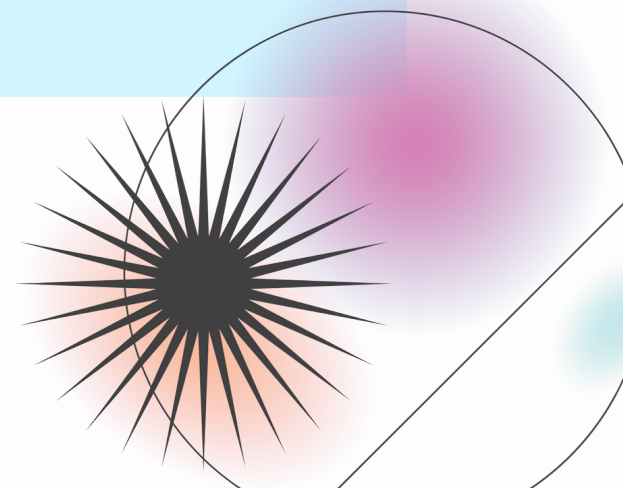
- Enjoys shopping in-store.
- Always looking for a discount.
- Shops for her family primarily.



Profile

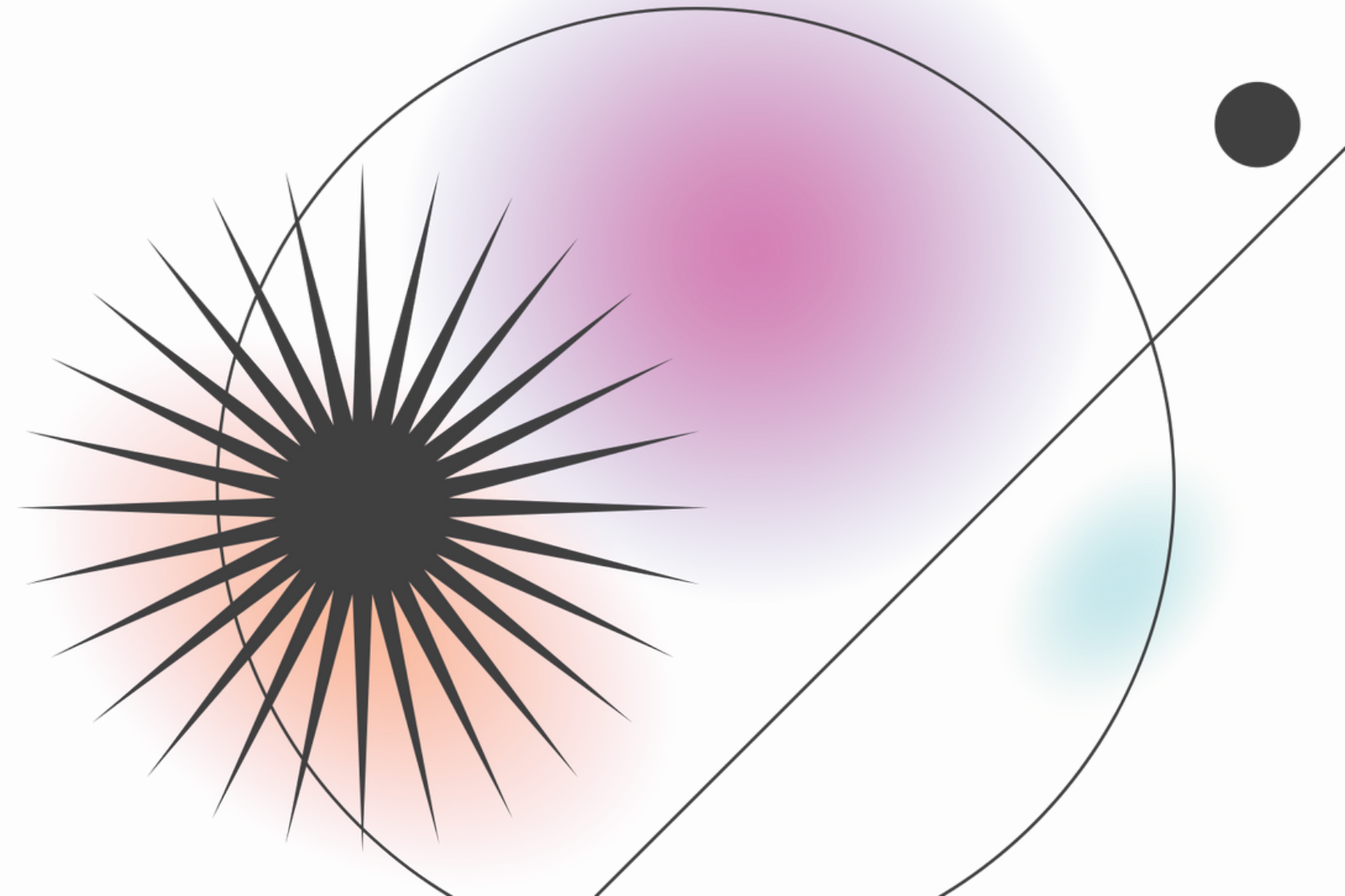
Type: woman over 55

Role: grandmother

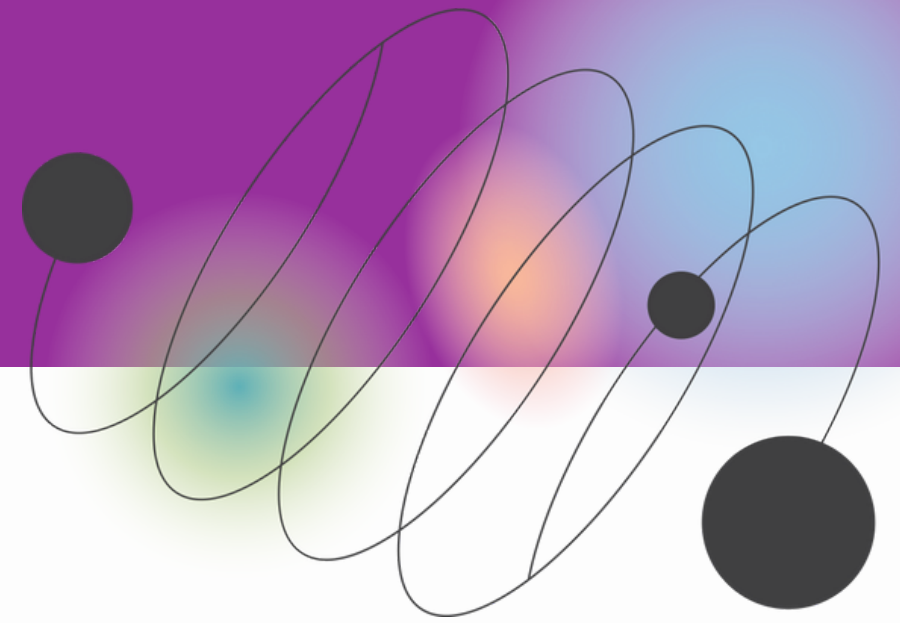




Sources



Sources



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- ✿ <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1159&context=grcsp>
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