



**SWTL**

**THE MISSION:**

Like any major player in the apparel game, you must always be on the lookout for the next big trend that will influence the market. With an established line of essentials like T-shirts and tanks for men and women, Physiq Apparel was looking to broaden its apparel line with design options across the board. With first quarter deadlines on the horizon, they were curious to see if trends from across the pond could be brought up to the Physiq gold standard.

**THE OUTCOME:**

Partnering together, we utilized rising market trends along with some out of the box concepts to boost engagement while staying on track for success. With a number of concepts presented and chosen, Physiq Apparel was sitting on several new best sellers that boosted sales far past projected numbers.

**THE IMPACT:**

With projected quarterly sales numbers and quotas exceeded, our collaborative efforts sliced through the competition. With higher engagement not only in the at home in the United Kingdom, a growing following was being cultivated in the United States, Germany and France. With our initial project success, we continued to work together creating additional concepts to push boundaries without straying too far from the Physiq brand. The next several apparel collection drops featured work that we had created together.

**BREAKING THE MOLD  
WITH INTERNATIONAL  
PERFORMANCE &  
LIFESTYLE BRAND  
COLLECTION**

**SERVICES**

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Merchandise  
Apparel Design  
Art Direction



#### **ABOUT THE CLIENT:**

Physiq Apparel is a world leading performance and lifestyle wear brand based out of the United Kingdom. Specializing in bringing superior quality products, with every aspect down to technical parameters like weave patterns of garments, Physiq creates an unrivalled fitness apparel experience. Since their launch in 2013, Physiq Apparel has aimed to solve the problem of bringing a higher quality apparel to market at more affordable prices for consumers.

#### **THE GOAL:**

Always on the hunt for the next market trend and a competitive edge against the competition, the apparel industry is a constantly running machine. With smaller, lesser-known companies competing for the same attention from customers as the major league players, key decision-making skills are essential to stand out. To help solidify themselves as a top tier consumer choice, Physiq Apparel constantly must navigate these waters to bring in fresh and innovative ideas. From predicting consumer trends to increasing social following, small decisions play colossal roles in engagement and more importantly, sales goals. A simple choice like a shirt design, color palette, or general aesthetic can be the difference between a superpowered quarter or certain disaster in the apparel industry.

#### **THE GAP:**

With an inhouse marketing team with exceptional success in terms of growth, it can still be easy to miss the bigger picture. Being too close and invested in a project can sometimes lead to overlooking certain problems or solutions as they arise. Often, a fresh set of eyes that have not been seeing the same thing day in and day out can easily spot trending patterns or information that may be overlooked. The marketing team at Physiq Apparel had a solid idea of what trends were going to be on the rise for the upcoming year but found themselves hyper fixated on what the competition was doing. While a watchful eye on the competition can help to ensure that you are covering your bases in terms of staying on a similar level, it can lead to quick stagnation and imitation. Imitation usually leads to consumer loyalty in products dropping as well as stifling creativity and the opportunity to stand out among the crowd, all of which are not good for the bottom line. Physiq Apparel was determined to set themselves apart from the competition and stay true to their mission statement of providing superior products at affordable price points.



#### **THE DECIDING FACTOR/GAMBLE:**

With a quickly approaching deadline to meet production timeline needs, Andrew wanted to ensure that the projected sales goals would not only be met, but also experience some growth. With solid marketing efforts already established and ready to be implemented through social media, Physiq Apparel formulated a well-documented plan for new design concepts. As the fitness community at large knows, results are heavily dictated on how well prepared and executed a plan is.

Marketing Director Andrew Leeming found himself on the horizon of one of the tension building moments of the everchanging market trend machine. On the hunt for fresh ideas, fresh talent and a likeminded company who recognized that the small details make the big differences, he hit the web hoping to strike gold. With the first quarter already underway to being a success, any additional steps taken to blow sales projections out of the water was now the main priority. Any deadline Physiq could get out in front of to prepare for success, the better.

Andrew had previous experience and success scouring some of the top design inspiration sites like Behance or Dribbble for creative partners. These would be his first stop on his discovery journey. As the search for someone capable of bringing Physiq's ideas to life, he stumbled upon a few projects that he knew could help elevate the Physiq brand.

It may sometimes seem difficult for business owners or marketing directors to place confidence in another group to take charge creatively, but with solid social proof, the idea is not as scary. With previous experience hiring freelancers, Andrew relied on this social proof from these websites to see what capabilities scouted designers possessed. Ranging from projects like logo design, typography, photography to web design and everything in between, it is easy to see if designers are up to par or not. This relative project experience helps ensure that a potential freelancer can handle whatever Andrew can throw at them.

When Andrew came across the SWTL Design Co profile, all of the necessary boxes were checked. After scrolling through a few different projects to see comparable styles and strong layout skills, it was apparent that a capable partnership could be formed. The only thing left to do was to reach out.

### THE DISCOVERY PROCESS:

Forwarding along a creative brief of the project, Andrew also attached several references with the specific styles of designs Physiq was hoping to walk away with. Along with styles set in stone they were looking to execute; additional assets were also expected. I was tasked with coming up with several unique and concepts to help diversify the collection. The only issue with the brief was that it relied too heavily on mimicking competitor designs. While imitation is considered to be a form of flattery, it is frowned upon in most creative fields. As a partner, it was my job to help to transition them from a role of always one step behind and following their competition to actually taking charge and setting the next trend. Consumers were choosing Physiq Apparel because they brought their own quality to design, not because they wanted to wear the same thing every other company was releasing. The apparel industry is one that fosters a sense of uniqueness and this was a time to reinforce that construct.

While it can be difficult to admit when something evolves from inspiration to a copy, the marketing team knew that they needed to pivot. Staying true to their values, they decided to ease off of some of their reference materials and lean harder into the newer concepts. By doing so, they were able to provide a more unique experience more in line with the company vision.

For a close-knit project like this, it is always more effective to have the opportunity for in person meetings for various reasons. The biggest reasons would be to get a first-hand experience with the product. This helps provide the broader scope of impact for the complete product line. With the introduction of video calls, we were able to bridge the distance gap.

As a collaborative experience, we met over the course of three weeks via online video calls setting up clear project parameters, defining project scope, project expectations to facilitate the advanced timeline. Due to tight deadlines, it would be paramount that both parties acted accordingly to reach the finish line on time.

The end result of our efforts was similar to strenuous session in the gym, where a sweat soaked shirt shows the dedication, time and energy spent executing the plan. Here too, the design work presented showed some serious time and energy invested. Much like the mission of Physiq Apparel themselves, an insane amount of attention to detail was paid to every Bezier curve and point in each apparel concept leading to a superior design experience.



### THE GAIN:

Through utilizing current market trends, bold design choices and quality craftsmanship, Physiq Apparel was able to crush sales goals for the quarter and beyond by over 150%. Their current seasonal collection drop contained a number of selected concepts from this discovery process that would go on to become top sellers. Strong collaborative efforts with design and marketing were able to help Physiq cut through the noise of the competition and help foster higher engagement globally. With our initial success together, additional creative services were rendered and concepts with the goal of elevating the Physiq Apparel brand standard were released across the next several collection drops.

# PHYSIQ APPAREL.

**“WORKING WITH ZAC WAS A BREEZE. HE WAS ALWAYS QUICK TO RESPOND AND KNEW WHAT WE WANTED THE FIRST TIME WE DESCRIBED SOMETHING. HE WAS ABLE TO TURN AROUND A LOT OF CONCEPTS IN A VERY SHORT AMOUNT OF TIME. WHEN IT CAME TIME TO CRUNCH, WE WAS RIGHT THERE WITH US GETTING AFTER IT.”**

**ANDREW LEEMING**

PHYSIQ APPAREL

MARKETING DIRECTOR





# ARE YOU READY TO TELL YOUR STORY?

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GET IN TOUCH TO DISCUSS YOUR NEXT  
PROJECT & SEE IF WE'RE A GOOD FIT

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INSTAGRAM

DRIBBBLE

BEHANCE

WEBSITE

EMAIL

PINTEREST

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SWTL<sup>CO</sup>DESIGN