

# ALO



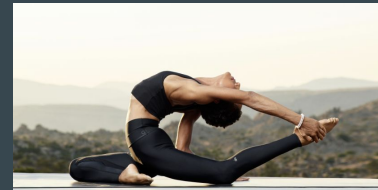
## Group Six

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# What is Alo?

- Clothing brand originated around the Yoga lifestyle, but has evolved into a studio to street style activewear brand
- Started in Los Angeles in 2007
  - Saw success throughout, but really expanded in 2021 with their partnerships
- Now has an estimated revenue of 247.1 million every year





# Who are Alo's customers?

Gender Distribution for Alo Yoga: 72.69% female, 27.21% male.

Age distribution

- Highest is 25-34 at 37.75%
- 2nd highest is 35-44 at 18.18%

Overall, our audience is people who can afford a higher end product

- This is why you don't see college age kids on this list, despite Alo being seen as trendy



Alo TOWS Matrix	Weaknesses	Strengths
<b>Threats</b>	<ul style="list-style-type: none"> <li>- Limited target audience expansion</li> <li>- Building brand awareness for the additional products</li> </ul>	<ul style="list-style-type: none"> <li>- Competition from established brands including Athleta, GymShark, and Lululemon (lots of active wear in the market)</li> <li>- Possibility of losing brand identity while trying to diversify product range</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>- Expensive</li> <li>- Limited Variety in workout wear</li> <li>- Perceived as Luxury</li> </ul>	<ul style="list-style-type: none"> <li>- Stronger Men's Line</li> <li>- More options in-store</li> <li>- Business casual clothing</li> <li>- Expanding into new markets</li> </ul>

# Research of current strategies

Alo Yoga emphasizes the concept of "**studio-to-street** ", a strategy that has been successful in attracting a large number of customers who looking for fashionable and functional clothing.





# Alo's Strategy of Expansion

The company utilizes its fashion and fitness concepts to make huge income online, with its Alo Moves fitness platform making up about 90% of its annual revenue.

They are also expanding their physical stores, which enhances the brand experience and fosters a deeper, tangible connection with customers.

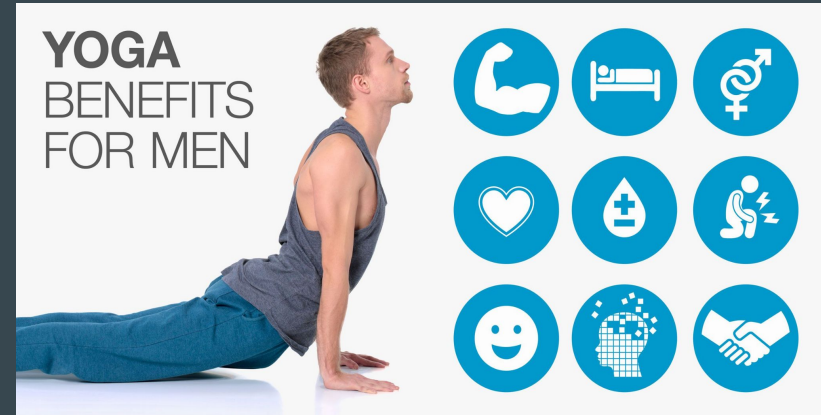


# Men yoga becomes a new market

Notable rise in men yoga participation:  
24.78% of the yoga population.

- Increasing social acceptance of men yoga
- Growing recognition of the physical and mental benefits of yoga

Yoga studios and fitness centers have also started offering classes tailored to men's preferences





# The opportunity

## Expand the men's line

- Proven success with the expansion of the women's line
- Lack of product development for the men's line
  - See success in competitors expanding men's line
- Alo should maintain a steady growth, not only for women

Featured Shops	Clothing	Shop by Activity	Accessories	Wellness
Best Sellers	Tops	Yoga	Bags	Shop All
New Arrivals	Sweatshirts & Hoodies	Pilates	Sneakers	Hair
As Seen on Kendall & Kylie	Leggings	Run	Socks	Face
Alo + Jisoo	Matching Sets	Train	Hats	Body
Loungewear Edit	Jackets & Coats	Court Sports	Hair Accessories	Home
New to Alo? Start Here	Sports Bras	Lounge	Yoga Mats & Equipment	Supplements
The Accolade Guide	Shorts		Sunglasses	
Spring Vision Board	Pants & Trousers		Jewelry	
	Sweatpants		Gift Cards	
	Skirts			
	Dresses			
	Onesies			
	Knitwear			
	Intimates			

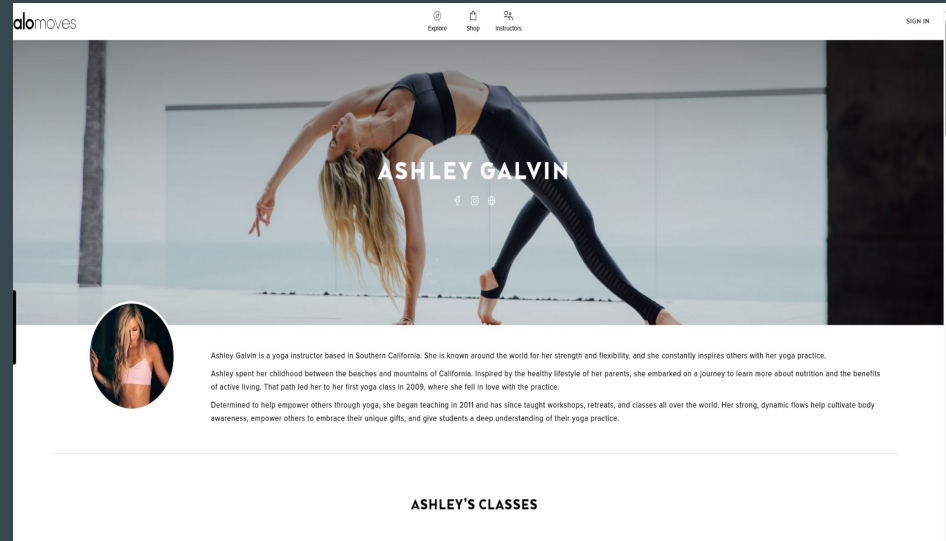
Women vs Men product selection on website

Clothing	Shop by Activity	Accessories	Wellness
Sweatshirts & Hoodies	Train	Hats	Shop All
Shirts	Run	Sneakers	Face
Pants	Yoga	Bags	Body
Shorts	Recovery	Socks	Hair
Sweatpants		Yoga Mats & Equipment	Home
Jackets		Sunglasses	Supplements
Underwear		Jewelry	
		Gift Cards	

# Collaborator of ALO

ALO leverages influencers and celebrities to amplify its reach and partnering with renowned yoga influencers to establish credibility.

ALO teams up with companies that offer gym equipment and accessories



# 4 Ps: Product

## Features:

- Easy & comfortable to wear
- Simple & fashionable design
- Fine clothing materials
- Friendly to every size
- Luxury pricing

## Current product line:

- Shorts, hoodies, crewnecks, and shirts
- Yoga and sports related
- Mainly focus on women's products

## Future product line:

- Coats, stylish jackets, dress pants, collared shirts
- Outerwears & not only for working out
- Introduce more men's products

## 4 Ps: Price

Women's Leggings: \$98- \$138

Men's Shorts: \$68-\$98

E.g. Men's Stretch Woven Street Puffer: \$228

- High-end
- Competitive
- Stylish



Stretch Woven Street Puffer  
Woodrose

\$228

# 4 Ps: Price

Extension to Alo yoga men's line

- Introduce new jackets, vests, windbreakers
- \$100-\$200 to match the current prices
- Comparable to the women's line

Jacket: \$220 Vest: \$200 Windbreaker: \$160



# 4 Ps: Place

- ALO stores in large cities like Chicago, Los Angeles, Miami, and New York City
- Large online store with more selections, especially for menswear
- Increased presence of mens line, clearer sections, and more menswear at front
- Continue amazing in-store customer support





# 4 Ps: Promotion

## Seven steps of selling

- 1: prospecting- choosing platforms
- 2: preapproach- preparing merchandise packages
- 3: approach- reaching out to influencers
- 4: presentation- sponsored ads/posts
- 5: handling objections- Questions forum and reimbursement
- 6: closing- easy selection and checkout
- 7: follow up- 10% off survey



# Customer Analysis

Segmentation to look at:

- Plus size activewear
- Maternity activewear
- Workout gear
- Wellness products
- Men's casual to street wear

Targeting:

- Our focus is the men's active and casual wear
- Untapped market potential
  - Growing demand for stylish and functional activewear for men

Positioning:

- Influencers
  - Shown success, but gain the most traction attract the female audience more than male
  - We want to position our product with more male influencers and celebrities to receive the same media attention as the female target.
  - Reach our target audience, and aim to reach the same growth with male consumers as we did female.



For people seeking comfortable athletic wear, the ALO brand is a premium option among all yoga wear because of their determination to make the most comfortable and stylish clothes that can be worn on the street as well as in the yoga studio.

# Source Analysis

We ended up having 9 sources that we used during our research that helped us learn and understand the brand better. Below is a link where you can find summaries of all the articles we used.



[Link to all source analysis'](#)

# Conclusion

- Expanding on the men's line provides a great opportunity for Alo to expand their target audience, keep up with competitors and increase sales.
- We propose Alo to foster the same innovation they have done before into a new line for men including outerwear, business casual clothing, and more.
- Partner with relevant influencers and celebrities to reach their male audience.

