

A woman in athletic wear is celebrating on a track, with her mouth open in a shout and her arms raised. She is wearing a blue and white patterned sports bra and dark blue leggings. The background is a red running track with white lane markings.

SPORTS FASHION AND GENERATION Z

**Brands, Tribes
and Trends**

SOCIAL INSIGHTS FOR GLOBAL BRANDS

This report was produced by the Insights Team at Linkfluence, a leading social intelligence company, using public social media data, Linkfluence's proprietary AI social listening software Radarly, and the expertise of in-house fashion industry researchers.

006 WHO IS GENERATION Z?

014 PART 1: BRAND EQUITY TRACKING

022 DREAM HIGHER WITH SPORT

036 EXPRESS YOUR STYLE

048 STAND OUT WITH YOUR VALUES

058 PERFORM WITH THE BEST MATERIALS

070 PART 2: TRIBES AND INFLUENCERS

078 ALL TOGETHER PERFORMERS

084 YOGIS AND YOGINIS

092 FASHION FANDOM

098 EBOY / EGIRL

106 VSCO GIRLS

112 CONSCIOUS LGBTQI+

120 THE FIT SQUAD

126 DOYOU CREATORS

132 PART 3: MACRO TRENDS

136 AESTHETICS WITH PURPOSE

138 COLLECTIVE INDIVIDUALITY

140 GENDER EQUALITY AND FEMINIST WORKOUT

144 HOW THIS REPORT WAS CREATED



*“ You miss 100% of the shots
you don’t take. ”* Wayne Gretzky

THERE'S NO OPPORTUNITY WITHOUT INSIGHT

The global sports fashion market is expected to reach \$567 billion by 2024, with a annual growth rate of 7%.*

Despite this huge opportunity, many of today's sports fashion brands will no longer be market leaders in 10 years, due to a failure to embrace digital transformation.**

Since research is the basis for marketing intelligence, social intelligence is the springboard for digital change, providing the speed and insight to continue winning in a digital future.

*MarketWatch, August 2017.

**Harvard Business Review, July 2017.



WHO WILL SHAPE THE SPORTS FASHION INDUSTRY OF TOMORROW?



GEN Z is the voice of the future.

13-24 YEARS OLD



FLUENT IN DIGITAL



SOCIAL NATIVES

Born between the mid-90's and early 2000's, Generation Z is the demographic cohort after The Millennials, and set the pace for future trends.



#fitnessfashion #activewear #fashion #yoga
#gym #leggings #sportswear #fitnessmotivation
#athleisurewear #style #athleticwear #ootd #fitspo
#athleisurestyle #streetwear



#tween #tweenmodel #activewear
#activewearfashion #portrait



#sneakers #style #soundcloudrapper
#soundcloudmusic #soundcloud #smile #smiley
#skateboard #pennyboard #vsvp #vans



#nikewomen #athleisure #sportswear
#womenswear #curvygirlsrock #curvygirlfashion
#hypebae

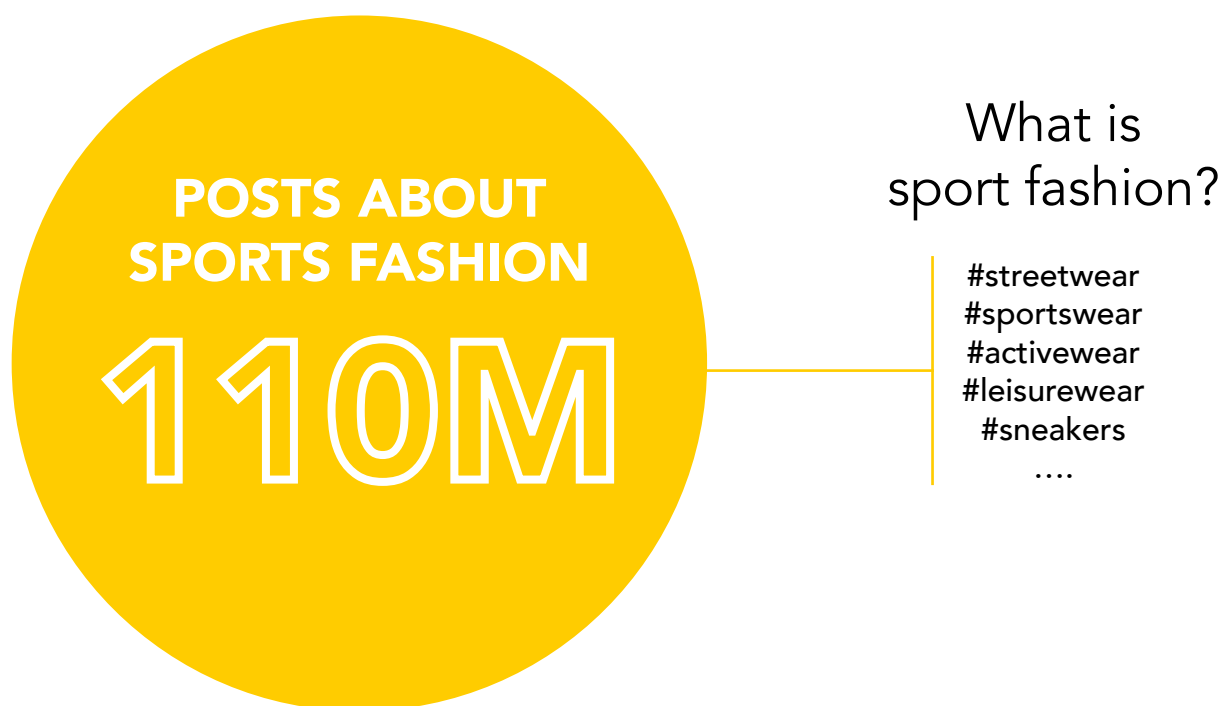


#sneakers #trainers #sneakeraddicts #fashion
#photooftheday #fashioninsta #sneakerhead
#instakicks #nofilter



#highsnobiety #streetwear #balenciaga #outfit
#fashionstyle #mensstyle #ootdmen #hypebae
#nike #sneakers

IN 2019, PEOPLE SHARED MILLIONS OF THOUGHTS AND EXPERIENCES, EACH POST DRIVING ASPIRATION, PURCHASE, IDENTITY, AND ADVOCACY



From September 2018 to August 2019 • Retweets excluded
In English, Chinese, Japanese, and Korean • Geolocated in the US, UK, China, Japan, and Korea

WHICH BRANDS DO GEN Z TALK ABOUT THE MOST?

SPORTSWEAR BRANDS



ACTIVEWEAR BRANDS



STREETWEAR BRANDS



LUXURY STREETWEAR BRANDS

OUTDOOR BRANDS

FAST FASHION BRANDS*

* Other brands discussed in the context of sportswear

Supreme



A&W



KITH

THE
NORTH
FACE

patagonia

NAPAPIJRI

ASOS
discover fashion online

H&M

FOREVER 21


boohoo

ZAFUL

SHEIN

CONSUMER VOICES CREATE NOT ONLY A TSUNAMI OF TRUSTED MEDIA

OVER 120M POSTS MENTIONING THE TOP 37 SPORT
FASHION BRANDS, REACHING THE EQUIVALENT OF
EVERY NETIZEN ON THE PLANET MANY TIMES OVER



110M

posts about sport
fashion

23M

posts
about
brands

+50 B
impressions

BUT AN OCEAN OF RELIABLE INTELLIGENCE

LINKFLUENCE USES AI AND HUMAN RESEARCHERS TO COLLECT, STRUCTURE, AND ANALYZE THIS DATA TO REVEAL KEY CONSUMER INSIGHTS:

**WHAT'S DRIVING
BRAND AFFINITY?**
How are brands perceived,
what's driving perception,
and who's leading?



BRAND EQUITY
tracking

WHO ARE THE GEN Z TRIBES?
Who are the most influential social segments
based on these beliefs?



TRIBES
analysis

WHAT DRIVES GEN Z TO ACT?
What are the major trends being created
by these brands and tribes?



TREND
detection



Part One:

**HOW ARE
BRANDS
PERCEIVED,
WHAT'S DRIVING
PERCEPTION,
AND WHO'S
LEADING?**

Brand equity tracking

WHEN GENERATION Z THINKS SPORT FASHION, THEIR CONVERSATIONS ARE SHAPED BY FOUR MAIN DRIVERS

**Dream higher
with sport**



A brand with sport legitimacy

**Express
your style**



A brand with stylish,
cool & iconic products

**Stand out with
your values**



A brand with purpose

**Perform with the
best materials**



A brand with technical
& comfortable products

TOTAL VOLUME OF POSTS BY GEN Z ABOUT SPORTS FASHION FOR THE MOST MENTIONED BRANDS



EACH BRAND'S PERFORMANCE IS A FACTOR OF ITS DESIRABILITY, PROXIMITY AND RELEVANCE.

Desirability

How favorably is the brand discussed,
and how much desire do people express
for the brand?

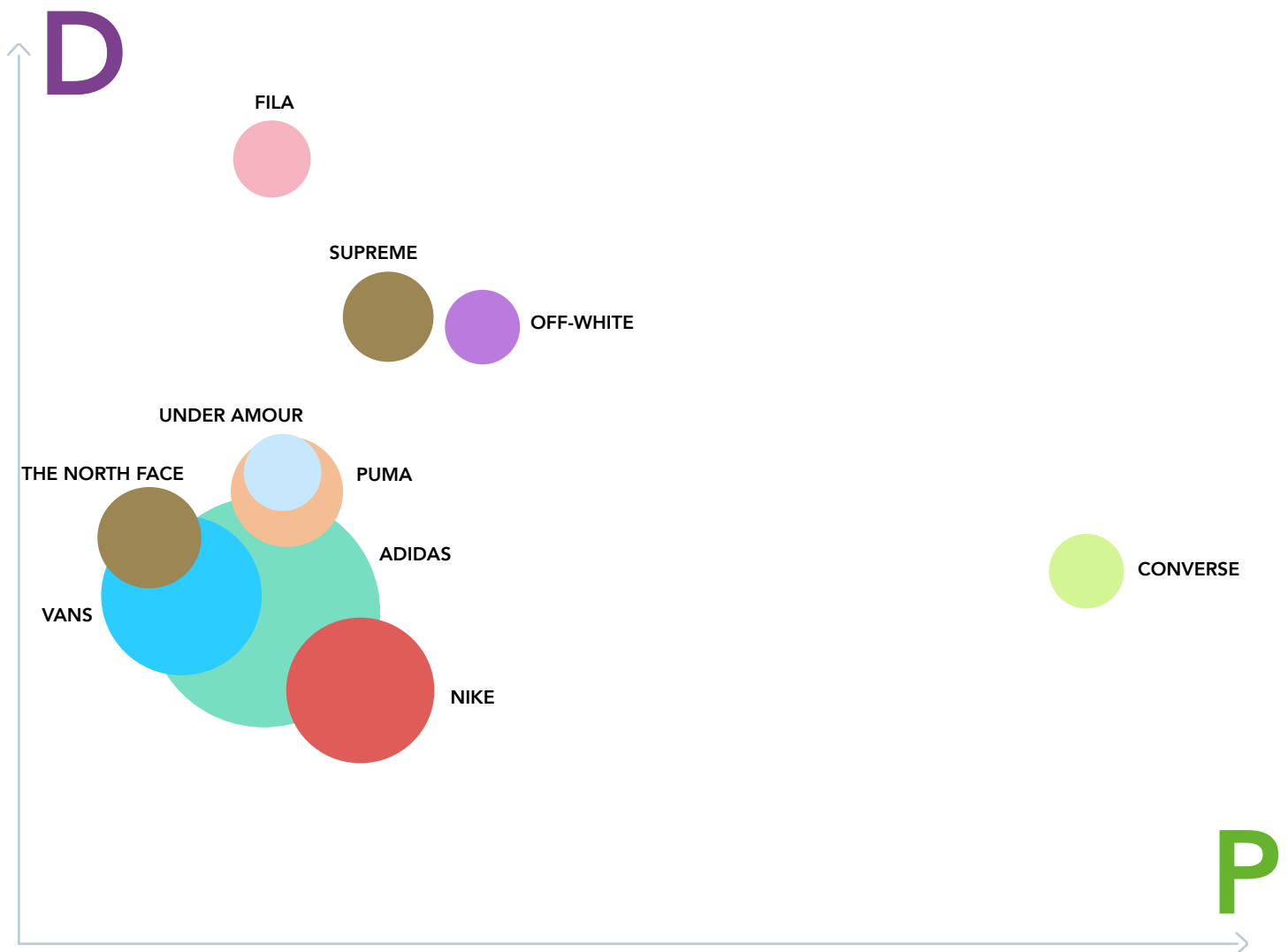
Proximity

How engaging and engaged is the brand
with its audience, and does it incite
people to share?

Relevance

Is the brand perception relevant to the
conversations that are driving interest for
the category as a whole?

OF THE MOST DISCUSSED BRANDS, WHICH ONES WERE MOST ASSOCIATED WITH THE FOUR CONVERSATION DRIVERS?



Desirability
Based on the brand's penetration of posts expressing love, appropriation, and recommendation

Proximity
Based on the brand's engagement ratio of posts, reposts, comments, and shares

Relevance
Based on the brand's total mentions matching the four Gen Z drivers
(Bubble Size)

FOR EACH PERCEPTION DRIVER,
WE EXAMINE

1

HOW BRANDS PERFORM OVERALL

2

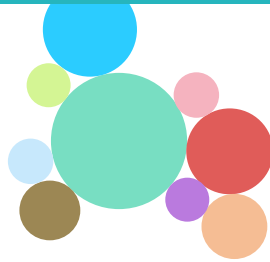
WHAT BRANDS SAY, AND

3

WHAT PEOPLE SAY

1

DPR



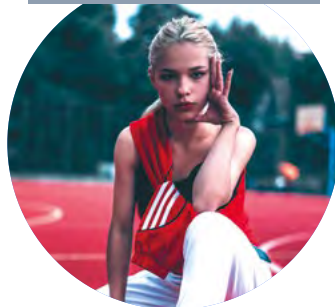
2

BRAND ACTIVATION



3

UGC





Perception Driver:

1

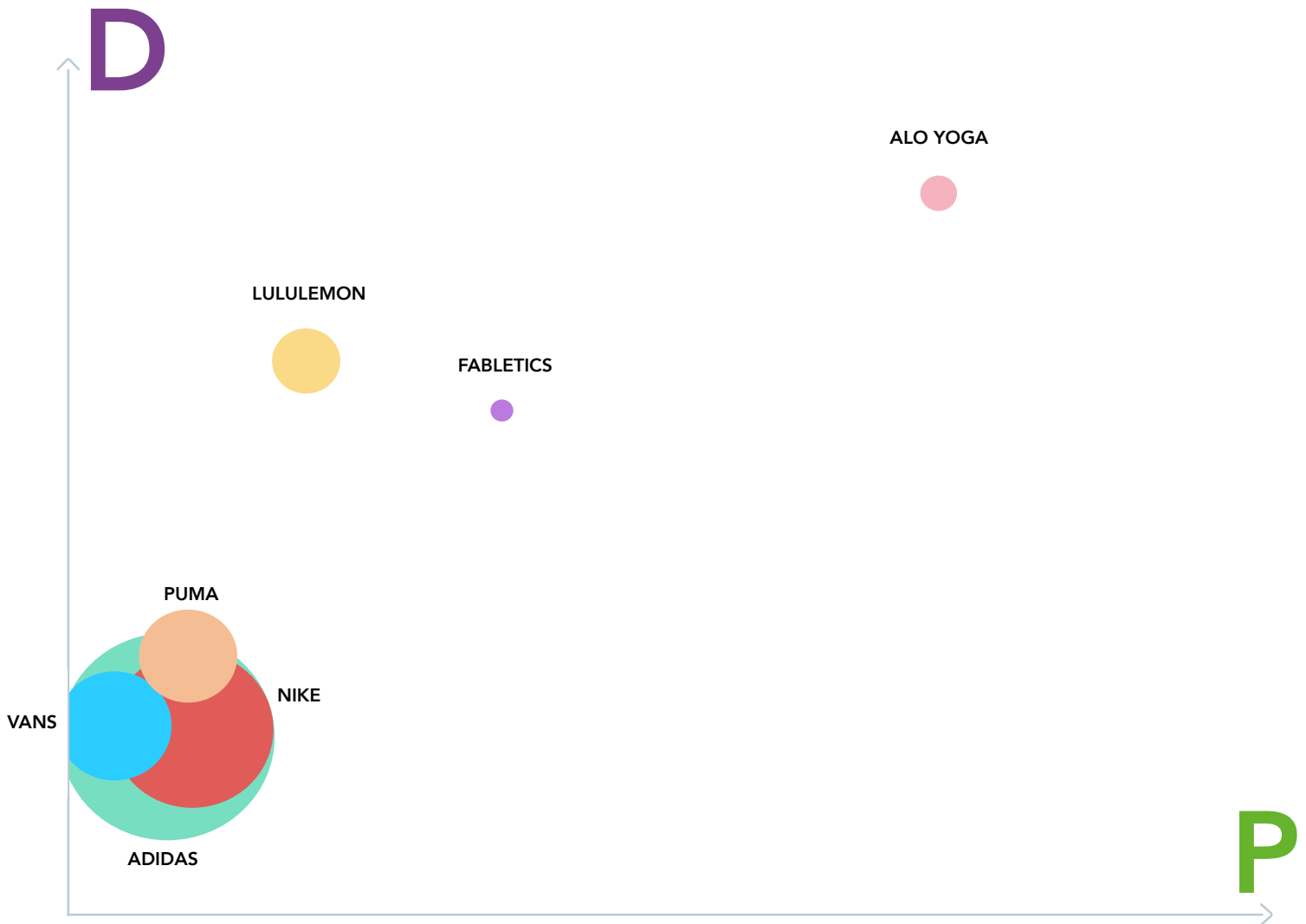
Dream higher with Sports

DIMENSIONS

Workout, Wellness

ACTIVEWEAR BRANDS ARE
THE STRONGEST PERFORMERS
IN THE 'DREAM HIGHER
WITH SPORTS' DRIVER

POSITION OF TOP 5 BRANDS IN THIS DRIVER, PLUS ACTIVEWEAR BRANDS



D Desirability

Based on the brand's penetration of posts expressing love, appropriation, and recommendation

P Proximity

Based on the brand's engagement ratio of posts, reposts, comments, and shares

R Relevance

Based on the brand's total mentions matching the four Gen Z drivers

(Bubble Size)

FRATERNITE



NIKE EMPOWERED WOMEN IN SPORTS DURING THE WOMEN'S WORLD CUP

Collaboration with four women designers

“

Yoon Ahn's Nike x AMBUSH® jersey shines a spotlight on the diversity and culture that is celebrated on the international tournament stage.

”



Grazia July, 2019

“

Magee celebrates the ground-breaking U.S. Women's National teams of the late '90s with a match-ready Nike Stadium jersey featuring the USA federation crest.

”

“

Serre presents a slender, articulated jersey designed to be worn over a printed body suit.

”

Nike dominated social media mentions even though Adidas was the official sponsor. Nike's women stars may exert an even stronger emotional grip on fans than their male counterparts since many of them serve both as footballers and spokeswomen for women's rights and LGBTQ equality.

*"It really does demonstrate the attractiveness of women's football — the professionalism, the step-up in quality, the culture, its family community and bonding," says Georgie Hodge, head of women's football at Base Soccer. "It's these values that are driving the sales."*¹

“

The Nike x Koché jersey explores fabric, color and cut to produce an elegant asymmetry.

”



BRAND ACTIVATION

LULULEMON CREATES
ASSOCIATIONS WITH
WELLNESS, THROUGH
A SPECIAL SPONSORSHIP
OF A DREAMY YOGA
RETREAT IN MALIBU



#yogaretreat2019 18K posts on Instagram

Lululemon stores across the country host free yoga classes and other fun fitness and social events on a weekly basis to get you a free workout and a chance to meet other yogis in your area. The best part of the free yoga classes at Lululemon is that they have specific classes for certain types of yoga and abilities. (...) There are classes for beginners, intermediate, and advanced yogis, as well as classes for different types of yoga, and classes that emphasize certain postures.

"Besides free yoga classes, they also offer free retreats and social events in their communities. These include several family events, social events for women, and even events that offer free beer to go along with your yoga class." ²

“ One of the coolest things about this experience was the attention to detail. We had two yoga sessions each day and at almost each one there was something special and unique. One of those special talents was Kevin Paris. He has an incredible voice and is so talented on the guitar. He made getting through challenging poses that much easier.

”

My Style Vita

A GLOBAL WELLNESS APPROACH THAT MATTERS TO GEN Z

#wellness #fitness #mindfulness #wellbeing



“ I am someone that really struggles to wind down and just chill and I think a lot of people can really relate to this nowadays. Something that I have worked into my workout/self care schedule is yoga at least once a week. **This has made a huge difference in my flexibility, anxiety, and mental clarity.** ”

#yoga #selfcare #wellness #mindful #eatwell #workout #mentalhealth #motivation #yogagirl #bewell #healthybody #healthymind #calm #mindfulness #lululemon

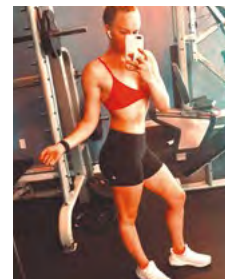


#findyourwild #yogaeverydamnday #yogini #yoga #yogainspiration #yogaeverydamnday #heart #body #mentalhealth #mentalhealthawareness #meditation #mindfulness #saturday #morningmotivation #athleta #athlete #athletaambassador #powerofshe #power #fitness #longlimbs



“ **Taking care of your own physical health is one of the most important things we, as humans, were designed to do. But even more vital is taking care of your mental health** It's amazing how by simply surrounding yourself with good people, treating yourself with kindness & taking care of your body can improve your mental health significantly. ”

#athleticwear #lululemon #nike #sunday #mentalhealth #loveyourself



“ [...] **Mental health is just as important as physical health** and this whole journey is very mentally and physically challenging so to remind yourself of the little things is extremely important and helpful. ”

#bodybuilding #fitspo #fitnessmotivation #selflove #selfcare #girlswholift #gym #cardio #bikini @lululemon @zaful @adidasoriginals





HOWEVER, THEIR #1 TOPIC OF DISCUSSION IS STILL WORKOUT

#sport #running #fitness #workout #athlete
#boxing #crossfit #bodypump



#bossbabe #cute #haha #photography #booty
#bootymedown #art #nike #strong #female #haha #athlete
#fitness #me



“ Brought Hamburgs great weather to LA with me anyone else on holiday? Stay tuned for some **great outdoor exercise** I'll post in my story later ”

#fitness #outdoor #running #run #sports #strength #fit
#fitgirls #underarmour #athlete #work #travel #exercise
#beach



“ Working on being the best version of me, **EVERYDAY** can't wait to start a new week tomorrow. wrk. gym. me. das what I need. ”

#blessedprotein #daisyb #fitness #fitnessvlogger
#dayinmylife #airforce1s #nike #hearteyes #inspiration
#motivation #fitgirls #girlswholift



“ I've really been enjoying my workouts at the moment and just literally going in and doing whatever I feel like without any pressure to have a training split~ [...] deets: @nikesportswear shorts & @lululemonuk shorts with @sauconyuk trainers ”

IN CHINA, GEN Z WOMEN PURSUE SIMILAR WORKOUTS



#yoga #running #outdoor #jogging
#football #boxing



“

The best thing **yoga** has taught me is “BREATHE”

”



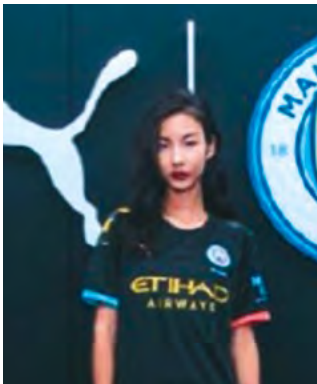
“

Spring flowers bloom in Beijing(...) however, spring here is always short. I went **outside** for a **walk** to refresh my brain with some fresh air, which is another kind of outdoor sports(...)

Pants and Shoes: adidas TERREX

Top: adidas ZNE STORM
Bag: Chanel

”



“

Attended a **football** party at puma and the sports spirit never stopped. Today, have you exercised yet?

”



“

Love the feelings of sweating a lot after **boxing**. Working out makes me feel so alive.

”





Perception Driver:

2

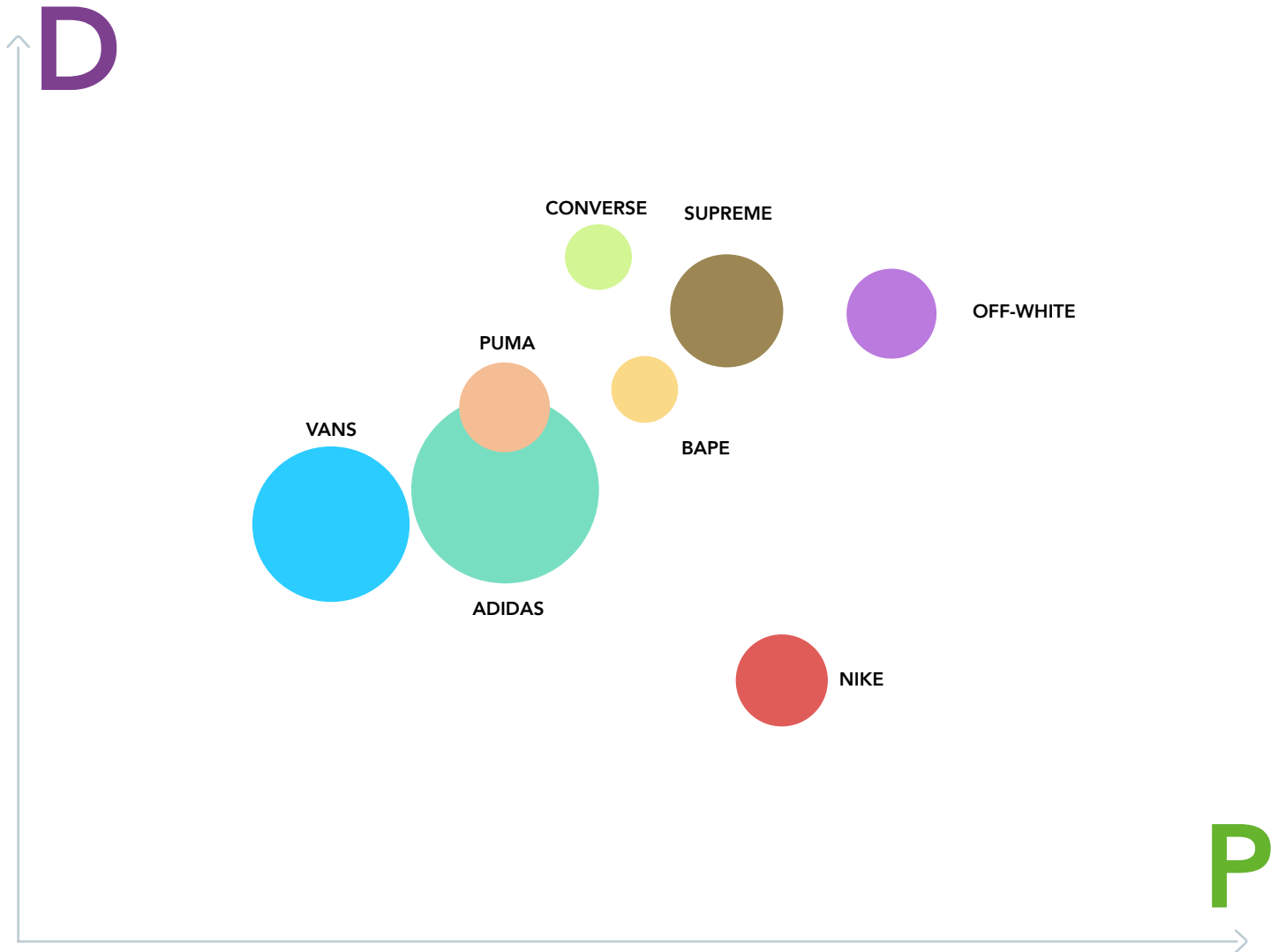
Express your style

DIMENSIONS

Fashion, Urban & Pop Culture

LUXURY STREETWEAR
BRANDS ARE THE STRONGEST
PERFORMERS IN THE 'DREAM
HIGHER WITH SPORT' DRIVER

POSITION OF TOP 5 BRANDS IN THIS DRIVER, PLUS LUXURY STREETWEAR BRANDS



Desirability

Based on the brand's penetration of posts expressing love, appropriation, and recommendation

Proximity

Based on the brand's engagement ratio of posts, reposts, comments, and shares

Relevance

Based on the brand's total mentions matching the four Gen Z drivers

(Bubble Size)

#FILAEXPLORE, A POP-UP STORE OFFERING A PHYSICAL EXPERIENCE LIKED BY GEN Z'S ACROSS THE WORLD

A
sportswear
pop-up
across
8 cities
worldwide

“**FILA** took fashion enthusiasts on an exploratory tour for its “**Explore**” pop-up in **New York City**. In SoHo, the event interpreted four eco-inspired environments, including **Canyon, Mountain, Woods and Elements**. Guests in attendance were among the first to discover FILA’s outdoor-inspired “**Explore**” collection while being treated to themed bites and four custom cocktails inspired by each of the four environments. Additional FILA “**Explore**” pop-ups are also open in **Los Angeles, China, Japan, India, and Greece**, with **UK, Korea and Brazil** set to launch later this summer.”

FILA
SANTORINI



LACOSTE BET ON MUSICIAN TYLER, THE CREATOR TO RELEASE AN ASPIRATIONAL FASHION COLLECTION

#lacostexgolfleur
1173 posts
on Instagram

“*The American rapper Tyler, The Creator, known for his **nods to 1980s style** in his music and fashion, dug through the French house’s archives in order to **create a unisex collection** infused with the signature Lacoste sportswear spirit.*”



RAPPERS LIKE KANYE WEST ARE A HUGE INSPIRATION FOR GEN Z STYLE



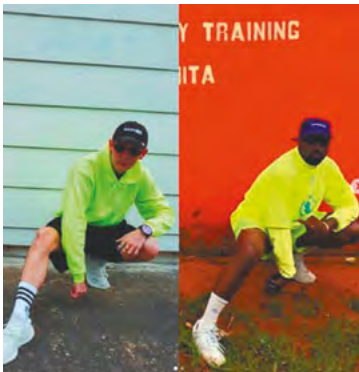
“ *STATIC <-> DYNAMIC*
今年もスニーカーは増えそうです#yeezy

”
#yeezyboost
#yeezyboost350v2 #static
#kanye #kanyewest
#tangosquadfc #tangotokyo
#tokyofootballlife
#adidas #adidasFootball #adidastokyo #adidassp
#createdwithadidas



“ *Humble, with just a hint of Kanye.* ”

#fashionnova #autumnfashion #autumn #topman
#ootd #photography #roses #flowers #vans #zalando
#fashionblogger



“ *Kanye if youre reading this send yeezys* ”

#heronpreston #yeezy #patagonia #austria #uniqlo
#highsnobiety #snobshots #hype #hypebeasts



“ *Welcome to the good life.* ”

#hypebeast #supreme #streetwear #fashion #nike #yeezy
#hype #streetstyle #sneakerhead #like #supremeforsale
#offwhite #highsnobiety #adidas #sneakers #streetfashion
#kicks #nicekicks #yeezyboost #supremenewyork #meme
#bestofstreetwear #squat #nikeairmax #ootd **#kanye**



AESTHETIC & STYLE: A CREATIVE WAY TO STAND OUT ON SOCIAL MEDIA

#style #fashion #fashionstyle #lookoftheday
#inspo #aestheticoutfit

#hypebeast #supreme #nike #sneakerhead #streetwear
#jordan #adidas #yeezy #bape #fashion #offwhite
#sneakers #hype #kicksonfire #ootd #streetstyle
#highsnobiety #igsneakercommunity #supremeforsale #style
#shoes #nicekicks #gucci #vintage #supremenewyork
#streetfashion#sneaker #kotd #wdywt #travisscott

#outfitpost #bestofstreetwear #streetstyle #simplefits
#fashionstreet #dailystreetwear #outfitpost
#outfitoftheday #OuhfitKillersMX #outfitsociety #streetwear
#streetstyle #trillestoutfit #hypebeast #promotersearch
#laflame #adidas #supreme #boost #ootd #hype #sup
#pardesneakersfam #TeamLust

#jk #instagood #instafashion #streetfashion #streetstyle
#streetwear #streak_gallery #pctokyo #supreme #adidas
#yeezyboost350v2 #aj1 #offwhite #essentials #kickstagram
#mydailystreet

#ootd #code #fashion #mood #blue #sky #me #pic #like
#nike #rayban #supreme #supremebag #style #asiangirl
#supring

CHINESE GEN Z WOMEN SHARE THEIR OWN UNIQUE STYLES



#thickheels #showbodyfigure #bizzar
#creative combination #adventure



“

Today I came to Guangzhou K11-@FILA EXPLORE series launch event, have to say that these shoes are really helping me to **look tall** (because of the heels). With the spirit of adventure and outdoor sports fashion, I will never be worried about what shoes to wear.

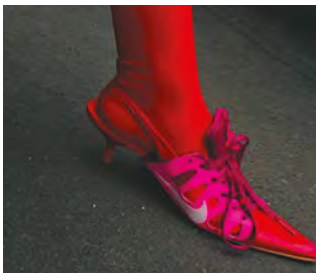
”



“

I always choose professional sports brand and here is my latest favorite. It's very stylish and comfortable to wear even for sports. Tell you a secret that this top can really **show your good figure!** Choose a suitable sportswear to give yourself a little more motivation to exercise!

”



“

Nike high heels
Heels+sports shoes who can master a style like this?

”



“

Jagger from FILA is so cool, so many foreign influencers are wearing it. It looks so wild with a strong **adventurous** style.

”





Perception Driver:

3

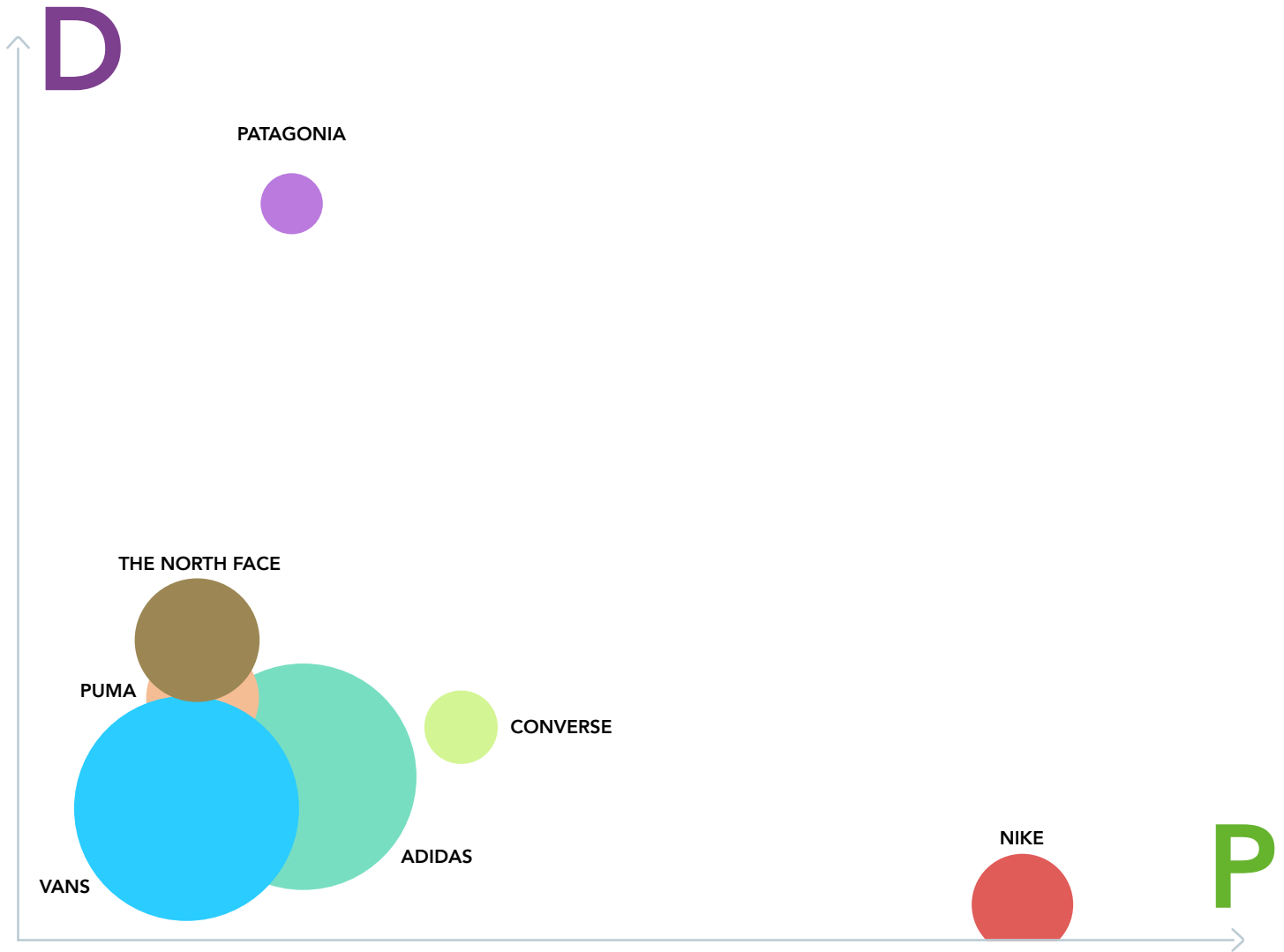
Stand out with your values

DIMENSIONS

Social, Environmental

OUTDOOR BRANDS ARE THE
STRONGEST PERFORMERS IN
THE 'STAND OUT WITH YOUR
VALUES' DRIVER

POSITION OF TOP 5 BRANDS IN THIS DRIVER, PLUS OUTDOOR BRANDS



D esirability

Based on the brand's penetration of posts expressing love, appropriation, and recommendation

P roximity

Based on the brand's engagement ratio of posts, reposts, comments, and shares

R elevance

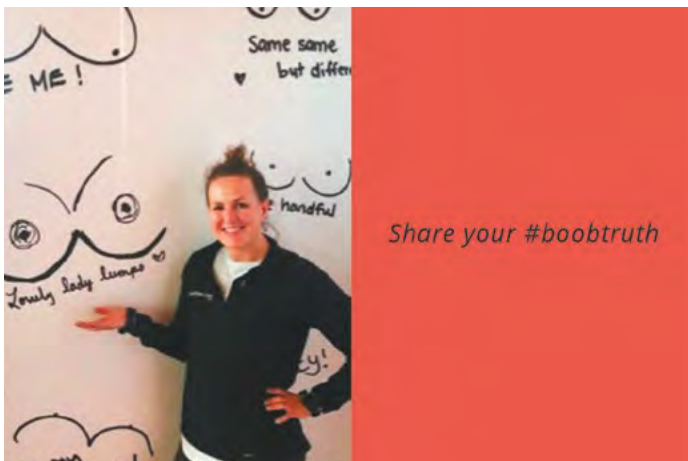
Based on the brand's total mentions matching the four Gen Z drivers

(Bubble Size)



WITH THE #BOOBTRUTH CAMPAIGN, LULULEMON TACKLES #BODYPOSITIVITY AND #SELFLOVE

#BoobTruth
342 posts
on Instagram



“ **Lululemon** created an entire campaign around the concept of **boob’s uniqueness**, including interviews **with seven different women** who candidly talk about their boobs. Theresa and Corinna Williams are sisters (and founders of Celsius Laundromat in New York City) who share that they want to break the taboo around nipple hair... ”



BRAND ACTIVATION

PATAGONIA SUPPORTS GEN Z CLIMATE ACTIVISTS IN AN IMPRESSIVE OUTDOOR MEDIA CAMPAIGN

In order to **raise awareness for Climate Week**, Patagonia has created a outdoor campaign **featuring teen activists from around America and the world, telling Congress and other leaders that there is no room in government for climate deniers**. In addition, the company decided to close its doors on Friday for a few hours so its employees can march alongside young activists in the Global Climate Strike.³

3.9K
engagements
actions

Strike for Climate Action. Youth activists are striking for the future of our planet. Join them on September 20. Find a strike near you through the link in bio. #strikewithus #answerwithaction



THE QUEST FOR SUSTAINABLE CONSUMPTION IS HIGHLY VISIBLE AMONG GEN Z

#sustainability #brandwithpurpose
#slowfashion #furfree #crueltyfree

“ This is an outfit I don't get to post about very often, but in a lot of ways it might be one of the most sustainable things I own. I originally purchased these leggings and top from @lululemon more than 6 years ago, and have worn and washed them religiously every single week. I might get shamed for still owning and wearing a brand that I wouldn't shop from these days, however what would be worse in my eyes is not using it til it's absolutely fallen to pieces. [...]

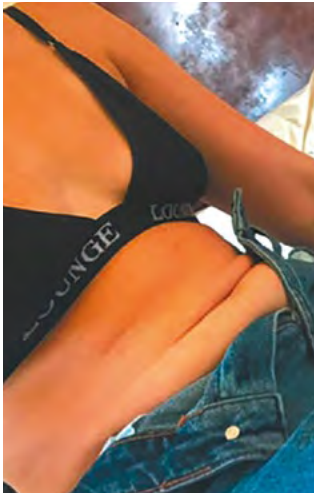


“ SLOW FASHION I [...]
old, sustainable outfit of the day:
joggers made of recycled materials
from @athleta, @reformation tote,
old shoes adopted from my mum's
closet | one of the key rules of
sustainable fashion is wearing +
LOVING the amazing pieces you
already have!

#minimalism

AS WELL AS THE CELEBRATION OF THEIR DIFFERENCES AND IMPERFECTIONS

#bodypositive #loveyourself
#bornperfect #pride #lgbt #trans



“ [...] *[swipe to see the reality of my life when the shorts/jeans are unzipped. Do not be fooled]* ”

#livguypresets #selflove
#fitness #bodypositive
#bodytransformation
#weightlossjourney
#fitnessmotivation
#fitnessjourney
#gymshark #ootd
#fashion #fila #adidas
#outfit #strongwomen
#strongnotskinny
#myprotein



“ Anxious about my appointment with Dr. Cantor but I think hell be a good choice just from our phone conversation. ”

#ftm #f2m
#femaletomale
#ftmsofig #trans
#transgender #transman
#transgenderboy #tboy
#xxboys #transpoc
#tpoc #mixedboy #beard
#melanatedtransmen
#outside #facialhair
#transandinked #nebula
#anxiety #toposurgery
#puma





Poodar-chu

Perception Driver:

4

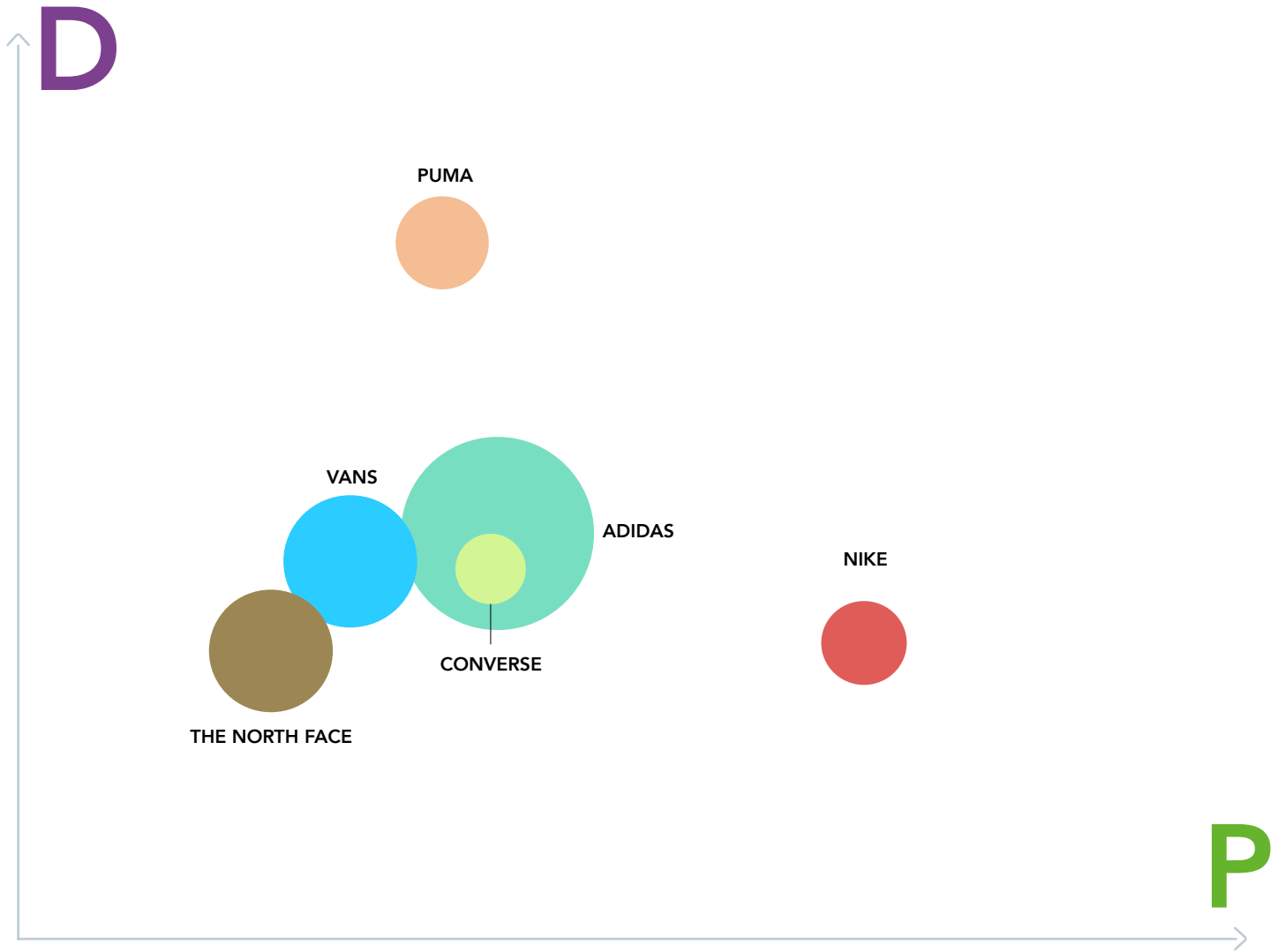
Perform with the best materials

DIMENSIONS

Comfort, Innovation

AMONG THE TOP 5 BRANDS,
NIKE STANDS OUT WITH VERY
HIGH ENGAGEMENT FOR THE
DRIVER 'PERFORM WITH THE
BEST MATERIALS'

TOP 5 BRANDS POSITIONING ON THE 'PERFORM WITH THE BEST MATERIALS' DRIVER



Desirability

Based on the brand's penetration of posts expressing love, appropriation, and recommendation

Proximity

Based on the brand's engagement ratio of posts, reposts, comments, and shares

Relevance

Based on the brand's total mentions matching the four Gen Z drivers
(Bubble Size)



BRAND ACTIVATION

WITH THE NORTH FACE
FUTURELIGHT FABRIC,
TECHNICAL WEAR MERGES
TECHNICALITY AND COMFORT



195K engagement actions over a year*

After three years of research, The North Face launched the FUTURELIGHT fabric in October, a sustainably-designed waterproof material that claims to be soft, lightweight, flexible, comfortable, and durable.

FUTURELIGHT is made using innovative nanospinning technology, and The North Face designers are able to adjust the weight, stretch, breathability, durability, construction, and texture of the fabric to adhere to the needs of consumers' activity or environment.

“ At first I couldn't really believe that there can exist a jacket for all kind of weather situations. But after some trials in different sports and places and more insights into this technology, I can prove that this is the best and most special jacket I've ever had. With the #futurelight jacket I don't feel so anymore, everything just gets comfortable because it's not only really breathable it is also waterproof. ”

*from September 1st 2018 to August 31st 2019, geolocated in the US, UK, Japan, China and South Korea

WITH NIKE ADAPT HUARACHE, SNEAKERS ENTER IN THE TECH AREA

13.4K posts
over a year

The next-generation Nike Adapt Huarache has been updated with Nike FitAdapt technology that provides **auto-lacing functionality**. The built-in motor and cables can be toggled via two midfoot buttons, or the multi-faceted Nike Adapt app, which works in conjunction with the Apple Watch and Siri.⁴



#adapthuarache #selflacing #nike #nikeadaptuarache #kicks
#sneakers #instakicks #kickstagram #kicksonfire #wdywt
#walklikeus #sneakershouts #hskicks #highsnobiety #hypekicks
#hypebeast #soleslam #pinoysneakerheadscommunity
#shoephoric #shoutfit #wearfromhk

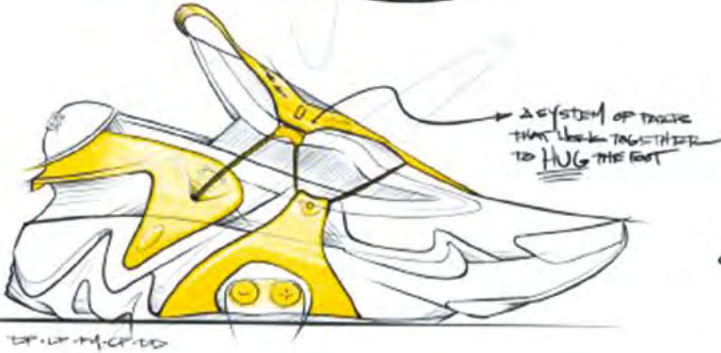
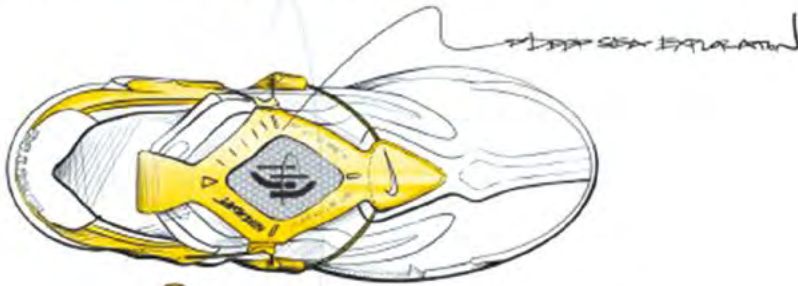
HUARACHE CONCEPT BORN IN WATER



ADAPT LIKE WATER



NIKE



WHEN IT COMES TO SNEAKERS, INNOVATION AND PLAYFULNESS AROUSE GEN Z INTEREST

#innovation #tech



“
We live in the damn FUTURE YALL!! The new self lacing shoe from #nikebasketball was announced today hit the link in my bio to see me unbox a pair w my good homie and fellow colleague @mrtonymui NOWWWW! These are effin CRAZY!!!! Let me know yur thoughts n the comments below thank you @nikebasketball for the early access ”

#racksfact #rns #outhere
#supremenyc #nike
#nikebasketball #thankful
#blessed #sneakernews
#kotd



“
Honored to launch **the latest proprietary innovation in @nikerunning Nike Joyride!** A shoe that even the most reluctant of runners will find joy in. Had a blast leading multiple workouts in LA with my girl Coach @becwilcock For a self proclaimed non runner, this shoe had my legs feeling forever fresh thanks to the personalized underfoot experience with greater impact absorption in a surprisingly light, energy-returning package.

”

GEN Z WOMEN PREFER THE 'CUTE & COMFY' FEELING FOR THEIR WORKOUT MATERIALS

#comfy #comfort #warm #soft



“ Nothing makes for a better workout than feeling **cute && comfy**!! I've been loving my **lululemon** Swiftly Tech Short Sleeve Crew! I paired it with my favorite leggings **EVER** from @caliabycarrie. They are hands down the comfiest, most flattering leggings I've ever owned!! wear them not only to workout in but also on the reg!!

”

“ My favourite yoga wear **so comfyyyy and cute**! Featuring Alfie the elephant @aloyoga ”

#yoga #yogi #yogagirl #yogainspiration



IN CHINA, GEN Z LOVE STRIKING SHOES WITH COMFORT



#transparent materials #fluorescentcolor
#shock-absorbing #summercolor



“

*Recent new favourite
NIKE ZOOM X VISTA
GRIND
fluorescent color plus
transparent material,
super futuristic. This
pair of shoes are also
surprisingly light and
comfortable!*

”



“

*Among all the dad
shoes brands, I like FILA
skipper most. It has a
simple color matching
and is very comfortable in
summer travel.*

”



“

*You have to wear the
right shoes when you do
cardio, so your feet won't
suffer!
New Balance's Fresh
Foam series is really the
best running shoes I've
ever tried. It was made
from accurate ergonomic
data collection. What I
am wearing now is Zante
Pursuit which combines all
the features of excellent
running shoes. It makes
you become addicted to
running.*

”





Part Two:

**WHO ARE
THE MOST
INFLUENTIAL
PSYCHOGRAPHIC
SEGMENTS
BASED ON THESE
CONVERSATION
DRIVERS?**

Tribes tracking

HOW DO WE DEFINE TRIBES ON THE SOCIAL WEB?

Unlike traditional demographic segmentation, tribe-based analysis structures social media posts into groups based on exhibited attitudes, interests, values, lifestyles, and other traits.



1

Common Language

Common practices
Slang
Aesthetics & style



2

Common Activities

Distinctive marks
Ritual practices
Group activities



3

Common Space

Both offline and online
common spaces



4

Common Values

Common references
(influencers, media, celebrities...)
System of values

FOR GEN Z TRIBES, SPORTSWEAR IS A WAY TO EXPRESS VISION AND IDENTITY AND STRENGTHEN SYSTEMS OF VALUE

**Dream higher
with sport**

*All Together Performers
Yogis and Yoginis*

**Express
your style**

*Fashion Fandom
Eboy / Egirl*

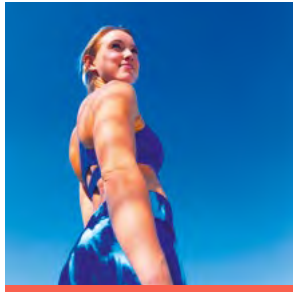
**Stand out with
your values**

*VSCO Girls
Conscious LGBTQI+*

**Perform with
the best materials**

*The Fit Squad
Doyou Creators*

BRANDS ARE ADOPTED BY TRIBES BASED ON
HOW MUCH EACH BRAND ALIGNS WITH THE INTERESTS
AND CONVERSATIONS OF THAT TRIBE



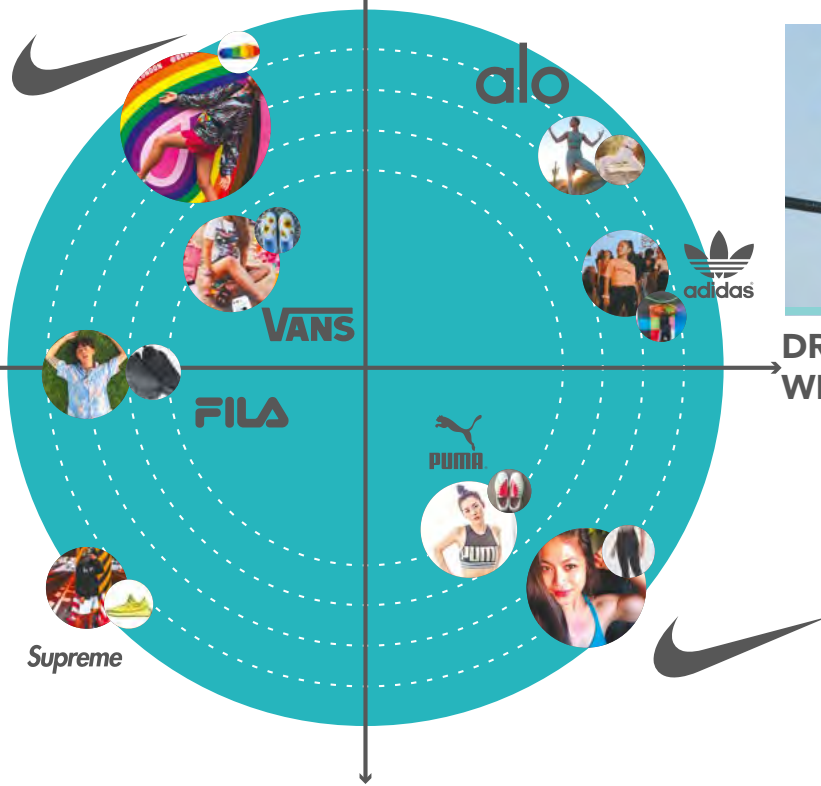
STAND OUT WITH YOUR VALUES



EXPRESS YOUR STYLE



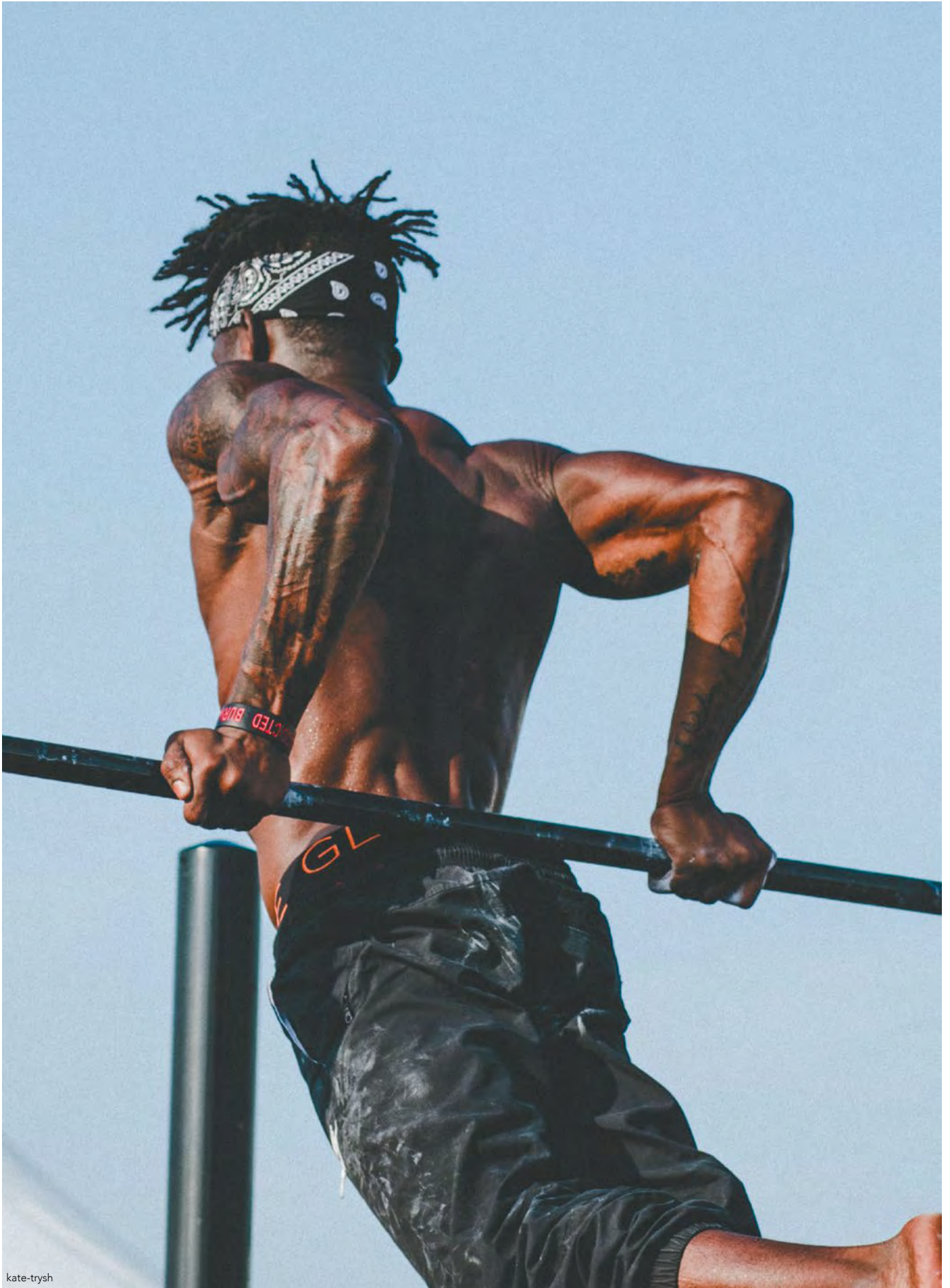
DREAM HIGHER WITH SPORT



PERFORM WITH THE BEST MATERIAL



○ Bubble Size = Size of the tribe



kate-trysh

Perception Driver:

1

Dream higher with sports

DIMENSIONS

Workout, Wellness



TRIBE:
All Together Performers

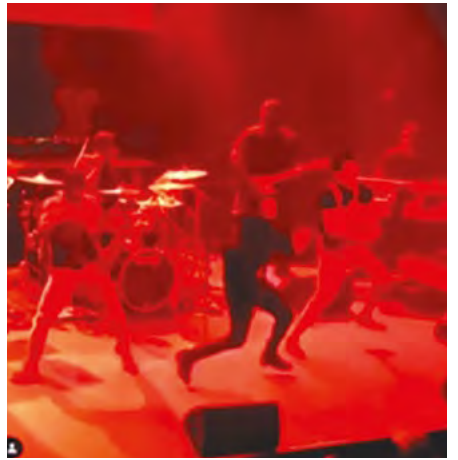


TRIBE:
Yogis and Yoginis

ALL TOGETHER PERFORMERS: DANCE AND INCLUSIVE COMMUNITY

#HIPHOP #CREW #GANG
#DANCE #FIRSTPLACE





ALL TOGETHER PERFORMERS, TRAIN, COMPETE, AND PERFORM ROUTINES TO CREATE COMMUNITY & EMPOWERMENT

A tribe turning the street into a training studio. This hip-hop community puts a strong emphasis on inclusivity. They find in the collective the energy to perform and compete. Rather than mainstream standards of beauty, diversity and inclusivity describe this dynamic collective.

DEMOGRAPHIC:

Male – Female 14-23 y/o, visible all over the US and UK

STYLE:

Sportswear casual with streetwear accessories

INTERESTS:

Dance, hip-hop, jazz, competition

KEY

PRODUCT(S):

Hoodie, crop top, tracksuit, bandana and cap, hi-top sneakers

FAVORITE

BRANDS:

Adidas, Fila, Kith, Nike, Reebok, Pacsun, H&M

MEDIA & INFLUENCER

PREFERENCES:

Beyoncé, Tyga, Blonded, Justin Bieber, Normani, Dytto, Sam Smith, John Legend, Snoopdogg



1

TRAIN

EMMA HOANG **15yo**
@emzhoang

“ Been awhile since I danced with my girlies always a pleasure
xDancers: @mckenzieforder @kaylarene.xo @prospectsfrat
Music: Last Breath @tiffanygouche

#lastbreath #dance #dancers #girls #squad #gsauce #sauce #drip #woahchallenge #feels #vibes #insync #dancing #hiphop #bodyrolls #2k19 #gang #girlgang #prospectsfrat #prospects #dynamics #musicality #beats #beatkill #lyrical #gliding #popping ”

3

PERFORM



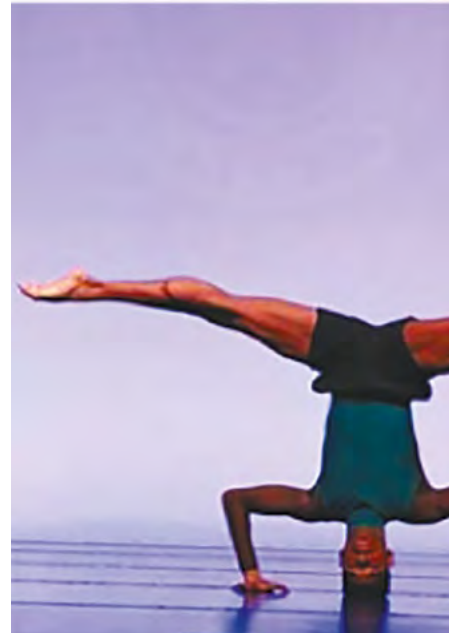
GABRIEL FRANCIS
CONNECTICUT **21yo**
@gabrielf_x14

“ 2 years in a row! I love my 860 fam. Choreographing for this was no easy task but we made it happen I'm a proud coach @studio860 @cultureshockdc ”

#ECDCYouth #ECDC2019 #860DanceCrew #Studio860 #860JuniorCo #860Minis #HipHop #Foundation #FirstPlace #CultureShock

2

COMPETE



JAYSON MURPHY **18yo**
@jasonmurrphy

“ till thinking about nationals! @hollywoodconnectiondance Thank you @dempseyward for choreographing such a amazing/ challenging solo for me! Love you lots. And thank you @cbeanan for being there for me through all of this and turning me into the dancer and person that I am today. :) Lots of love for everyone and can't wait to train up and fully take on next season! ”

#excited



WARDROBE AND DIGITAL CODES: COMFORT & FUNCTIONALITY WITH A TOUCH OF BLING TO ADD TO THE SHOW



THE CREW ATTITUDE & PERF'
#hiphop 539 posts

FUNCTIONALITY:

+++

Comfort is key, sneakers are worn everyday to practice dance both in the street or in a studio

STYLE ASPIRATIONS:

+++

Self expression with outfits but paired with a collective sign (such as a bandana, cap, or beanie) to signal membership in a community

CULTURAL:

++++

Music preferences: Hip-hop /Pop /Rap
Urban culture and its icons are particularly followed and valued by the tribe

CONSCIOUS:

++++

Notions of inclusivity, diversity, togetherness and team spirit shape this community



Sportwear Favorite
Adidas 3 stripes tracksuit



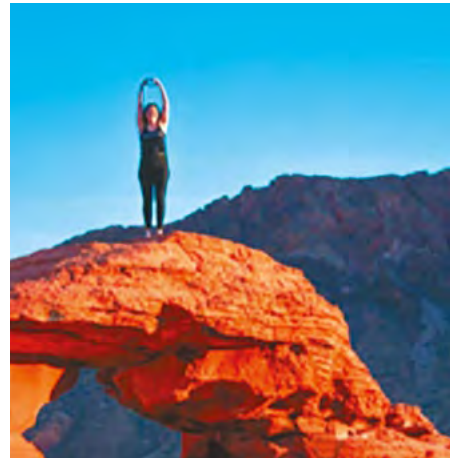
Favorite Accessory
Bandana

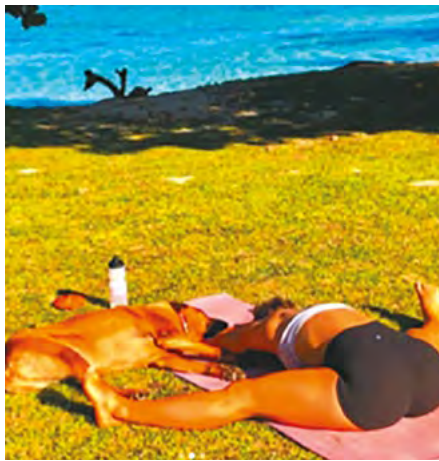


Favorite Color
Red fire

YOGIS AND YOGINIS: MEDITATION AND YOGA IN OUTDOOR SPACES

#OUTDOORYOGA #YOGAFLOWS
#YOGAOFFTHEMAT #SUPYOGA





YOGIS AND YOGINIS – YOGA & MEDITATION WHILE TRAVELING NATIONAL PARKS AND RURAL SPACES

Travelling the US to broadcast meditative messages, mindfulness, and activism

DEMOGRAPHIC:

Mainly female 20-30 y/o, visible in US big cities and rural states

STYLE:

Activewear with a specific interest for functionality and mobility

INTERESTS:

Yoga and meditation, natural (US) parks, hiking, vegan culture and food

KEY PRODUCT(S):

Leggings, sporty bra, cycling shorts and hoodie

FAVORITE BRANDS:

AloYoga, Target, Revolve, Aerie

MEDIA & INFLUENCER

PREFERENCES:

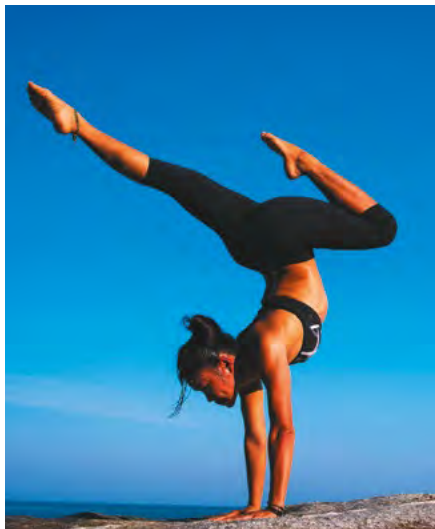
Platebasednews, Yogisurprise, EssentiallyHealthy, PopsugarFitness, Womenhealthmag, ThegoodQuote



JIMMY WHEELER
@jimmyhwheeler

“ The exploration of self is inextricably interwoven with the unfolding of ones life. The natural ups and downs of life can either generate personal growth or personal fears. Which of these dominates is completely dependent on how we view change. ~M. Singer Wearing: @aloyoga : @victoriaslocumyoga on the shutter release. ”

#trikonasana #trianglepose #yogaflows
#yogafit #yogabody #mensyoga
#menatyoga #artofyoga #asana
#movementmedicine #montanayoga
#aloyoga



ELIZABETH_CAMP
@elizabeth_camp

“ I refuse to accept the view that mankind is so tragically bound to the starless midnight of racism and war that the bright daybreak of peace and brotherhood can never become a reality... I believe that unarmed truth and unconditional love will have the final word.»— Martin Luther King Jr..Valley of Fire, Nevada, Jan 2018Photo @patienceyoga ”



BENTHLEY KATHERINE
@bentley.likethecar

“ I’m WAKING UP. I’m waking up to the fact that there’s a real problem in society today and I’m not ignoring it anymore. I am desperately trying to eliminate single use plastics in my life (reusable grocery bags, refillable water bottles, etc #MotherEarth). (...) I’m not perfect...but I’m waking up to the fact that our society pumps toxic ingredients down our throats without giving one single care in the world. (...)There is a more natural way to live. And it’s not hard (...) ”

WARDROBE AND DIGITAL CODES: ACTIVEWEAR BASICS & DIGITAL MEDITATIVE JOURNEYS



OUTDOOR YOGA & POSTURE
#outdooryoga 680K posts on Instagram

FUNCTIONALITY:

++++

Comfort, smooth and breathable fabrics
Water and weather resistance

STYLE ASPIRATIONS:

++

Functional and timeless activewear pieces
Personalization and individualism with tattoos

CULTURAL:

++++

Meditation, mind-spirit-body philosophy
Travelers and seekers of new experiences
and cultural discoveries

CONSCIOUS:

++++

Gentle activists: vegan advocacy, inclusivity,
sustainability and protection of mother earth



Sportwear Favorite
Leggings and bra



Favorite Accessory
Tattoo(s)



Favorite Color
Washed green





Perception Driver:

2

Express your style

DIMENSIONS

Fashion, Urban & Pop Culture



TRIBE:
Fashion Fandom

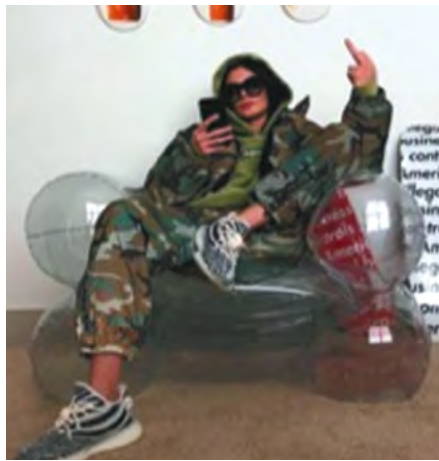
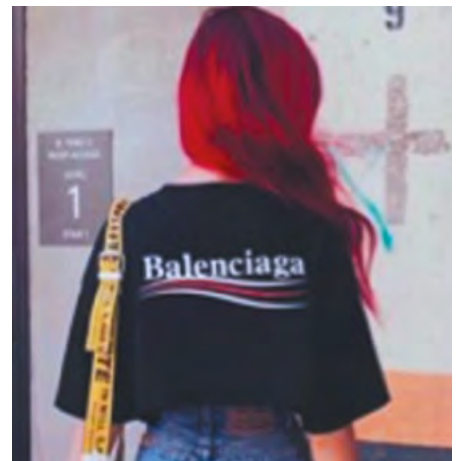


TRIBE:
Eboys / Egirls

FASHION FANDOM: EARLY FASHIONISTAS SUPREME COMMUNITY

#SUPREMEGIRLS #OFFWHITEGANG
#YEEZYMAFIA







ALENA ANDERSON
@italsalenaanderson

THE DIGITAL NATIVE GENERATION OF PROACTIVE BRAND FANS

Loyal fashion addicts, their digital accounts create a creative relationship with their favorite streetwear and luxury brands

DEMOGRAPHIC:

Male – Female 14-25 y/o, mostly visible in LA, NYC, London and major cities in Japan and China

STYLE:

Streetwear with a luxury twist

INTERESTS:

Luxury, street culture and art, hype

KEY PRODUCT(S):

Logo hoodie and tee-shirt, face mask, cross body bag and belt bag, cap

FAVORITE BRANDS:

Supreme, Off-White, Balenciaga, Adidas, Yeezy, Kith, Bape, Vans

MEDIA & INFLUENCER

PREFERENCES:

Hypebeast, Highsnobiety, Hypebae Supreme_leaks_news, SupremeCommunity, LouisVuittonClub, DLV, Swae Lee, Jbalvin, Maluma, Gigi Hadid, Rudy Gay



BUCKINGHAM
@fuegpapi

“ I was never much of an Orange guy until Red died ”

@hypebeast[Photo Credit]
@trentbourke #supreme
#suprememeforsale #supremenyc
#supremecommunity #supremeboxlogo
#supremebusiness #bape #614
#bathingape #bapeforsale #yeezy
#yeezyboost #offwhite #kith #balenciaga
#nike #palace #gucci #lv #champion
#designer #clothes #streetbeast
#fashion #hypebeast #sneakerhead
#beststreetoutfit #lifestyle (...)



MAX
@wsupermax77x

“ NO PRESSURE» Follow me :
@xsupermax77x .. ”

#offwhitenike #allstreetwear #outfitbrlg
#sumstreetwear #bestfitsdaily
#cluboffwhite #offwhitexnike #grailfits
#streetwearde #insaneoutfits
#sneakergallery #blvckxculture
#blkvis #outfitbattle #hypeclothing
#outpump #teamklekt #hypefashion
#hypebeastoutfit #hypebeastclothing
#hypefits #modernnotoriety
#hypedstreet #hypedhaven
#complexstyle #hypebeastdaily
#outfitplace #outfitfromabove
#outfit4real



WARDROBE & DIGITAL CODES: A STRONG EMPHASIS ON LOGOS, BASICS, AND OBSESSION FOR ACCESSORIES



HYBEAST STARTERPACK & HIDDEN FACE POSTURE
#supremefacemask 436 posts on Instagram

FUNCTIONALITY:

++

Love basics pieces that can be personalized and accessorized – basics allowing mobility and urban activities

STYLE ASPIRATIONS:

++++

Fashion fandom millennials favor branded pieces. Logos are perceived as distinctive and federating signs that create community

CULTURAL:

+

Love the idea of a virtual community (with its digital and photogenic codes) but self oriented community

CONSCIOUS:

+

Shopping aficionados, they are less concerned by sustainability or political issues. Wearing an anti-pollution mask is more a fashion statement than a conscious engagement.



Sportswear Favorite
Yeezy



Favorite Accessory
Face mask

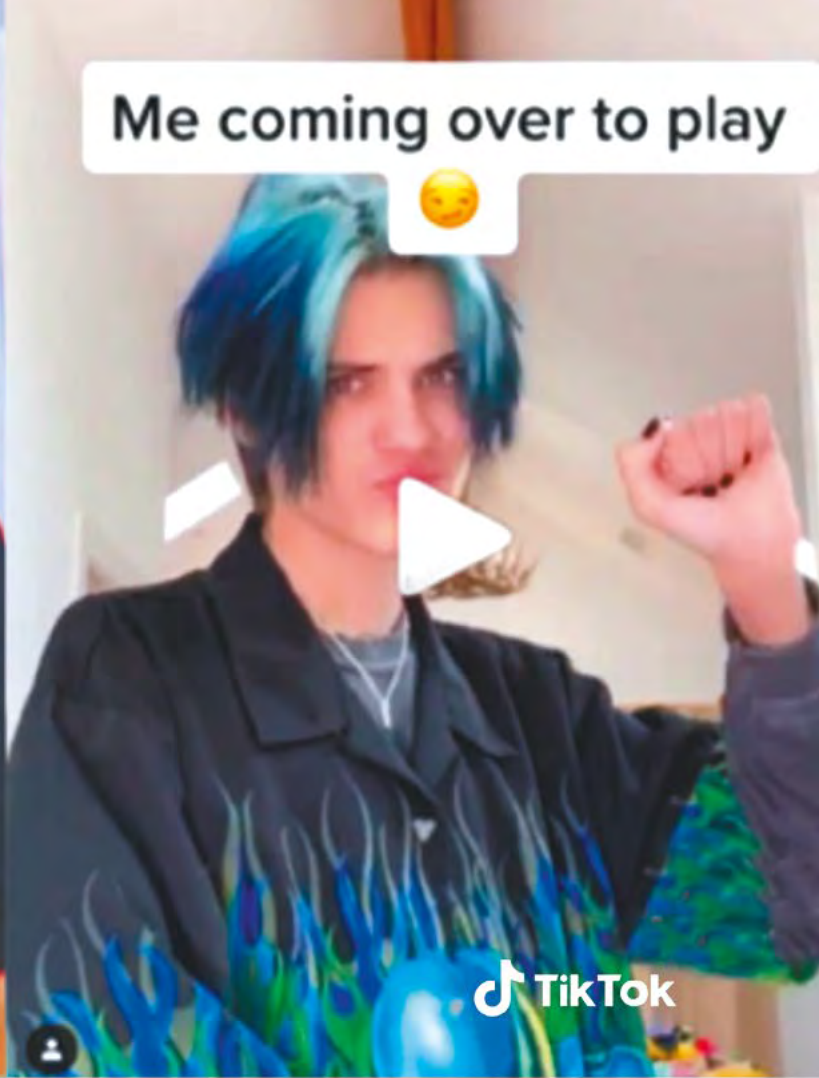


Favorite Color
Supreme Red

BOYS & EGIRLS: WHEN EMO MEETS TIK-TOK

#EBOY #EGIRL #TIKTOK #ALTERNATIVE TEEN





A TRIBE MADE FAMOUS THANKS TO TIK TOK

EBOY & EGIRL- "eboys [and girls] are the new and improved goth cult that only live on the internet."
- Urban Dictionary

DEMOGRAPHIC:

Male & Women, 14-21 y/o, mostly visible in the US

STYLE:

A modern & streetwear interpretation of grunge aesthetics

INTERESTS:

Tik Tok, tattoo, make-up, niche memes

KEY PRODUCT(S):

Boots or chunky shoes, boyfriend jeans, choker, jewels (mostly chains & rings)

FAVORITE BRANDS:

Fila, Doc Martens, Thrasher, Nike, Adidas, Fjällräven, Gap

MEDIA & INFLUENCER

PREFERENCES:

Dazed & Confused Magazine, Dazed Beauty, Paper Magazine



HATTI
@hattiee_amelia

#adidas #grunge #grungeoutfits #grungeinspo
#grungeaesthetic #egirl #



HAMPI! [#9]
@hampislife

#eboy #gap



LORI
@cexfan

“ what will it take for me to become
a chunky fila e-girl? ”



WARDROBE & DIGITAL CODES: A DARK & RAW AESTHETIC



“
fine young cannibals
”

FAVORITE INFLUENCER

HEIR OF ATTICUS

@heir.of.atticus

100K followers

FUNCTIONALITY:

++

Oversized clothes, sneakers, and hats. Eboys and girls are into comfort, not innovation.

STYLE ASPIRATIONS:

++++

Their alternative aesthetics is centered on looks and fashion is a way to express difference.

CULTURAL:

++

Keen on pop and urban culture, especially thanks to their interest for Tik Tok.

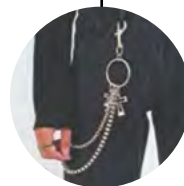
CONSCIOUS:

++

Consciousness is not expressed directly by eboys & egirls yet they mostly thrift shop and enjoy second-hand fashion.



Sportswear Favorite
Filia Disruptor



Favorite Accessory
Chains



Favorite Color
Jet Black

“

*I love my lifeless
eyes :-)*

*Hat from
@dollskill ”*

FAVORITE INFLUENCER

EVE
@eve.frsr

914K followers





Ayo-ogunseinde

Perception Driver:

3

Stand out with your values

DIMENSIONS

Social, Environmental



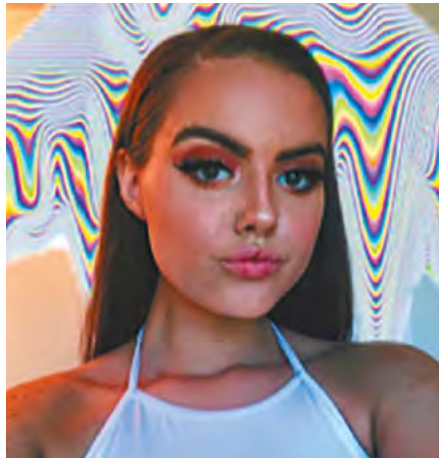
TRIBE:
VSCO Girls

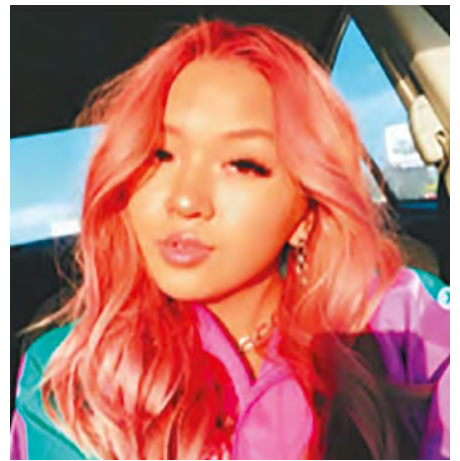
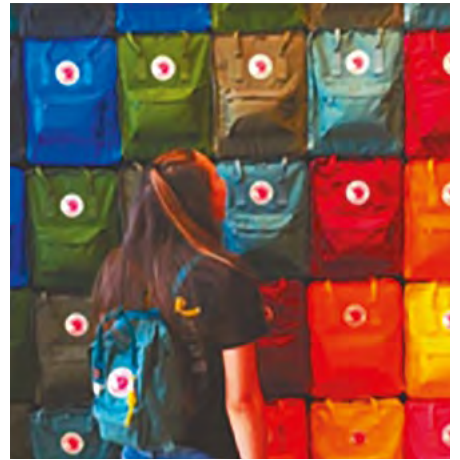


TRIBE:
Conscious LGBTQI+

VSCO GIRLS: THE TUMBLR GIRLS OF 2019

#VSCOGIRL #VSCO





PERENNIALY BEACH-READY AND ADDICTED TO THE SUNNY, FADED, SOCAL-INSPIRED VSCO FILTER

“Wears oversized t-shirts and sweatshirts with Nike shorts. Has Vans, Crocs, Birks, and wears a shell necklace. She also wears tube tops and jean shorts. She always has a hydroflask. She can’t leave home without a scrunchie and her favorite car is a jeep.”

Urban Dictionary

DEMOGRAPHIC:

Female, 14-23 y/o, visible in the US, particularly in California and Florida

STYLE:

Streetwear, Californian-inspired, researched-casual

INTERESTS:

Junk food and candies, festivals, fashion and photography

KEY PRODUCT(S):

Hoodie, cap, fashionable backpack, sneakers, crop top and mini short

FAVORITE BRANDS:

Brandi Melville, Vans, Nike, Adidas, Forever21, Hydroflask, Glossier, Ulta Beauty, Fjallraven

MEDIA & INFLUENCER

PREFERENCES:

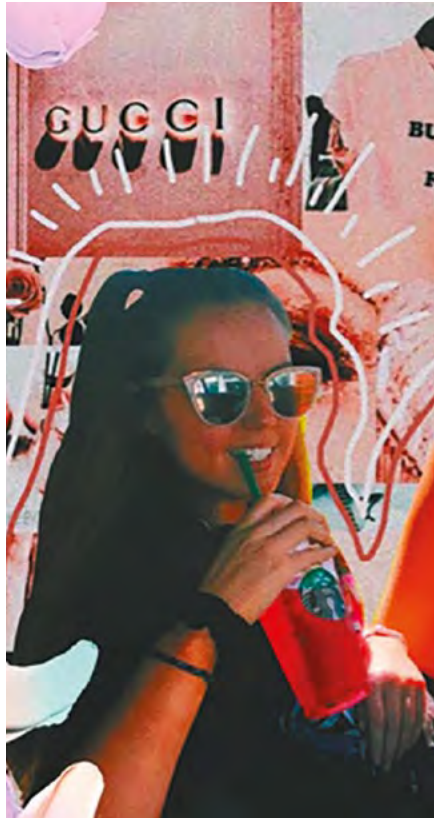
Heroine, Grailled, Makegirlz, Ariana Grande, Billie Eilish, Post Malone, Kylie Jenner



FERNANDA DUERTE
@fernd97

“ Smiling because a penguin
tried to post up with me earlier.”

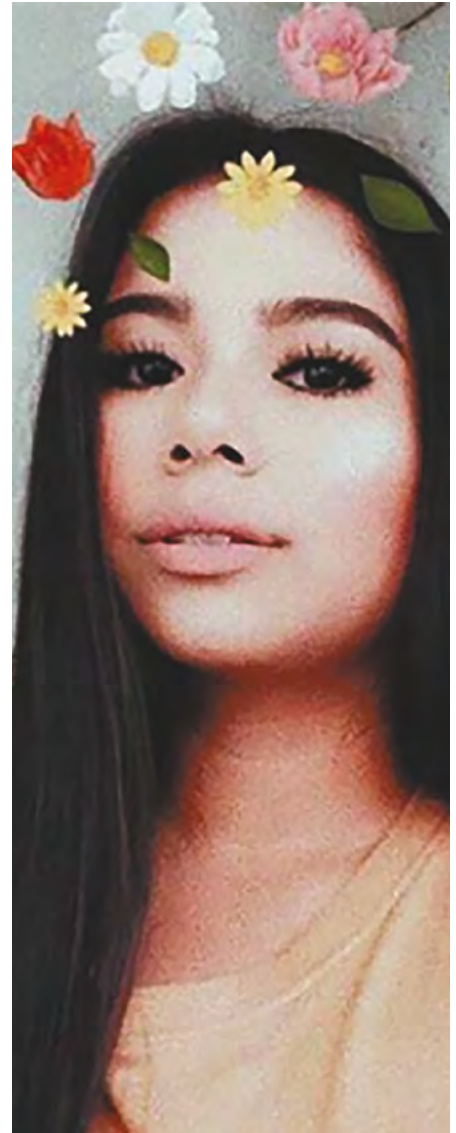
#adidas #adidasoriginals
#urbanoutfitters #uo #outfits
#outfitinspo #likeforlikes #ootd
#fashion #sporty #hypebeast #hypebae
#explorepage #trendy #trending #style
#vSCO #vscofilters #vscogirl



OLIVIA MERCIO
@olivia.mercio

“ link me at the coffee shop ..”

#aesthetic edits #edits #makeup
#artisticmakeup #aestheticmakeup
#aestheticoutfit #nicheideas #niche
#aestheticphotos #aestheticumblr
#vintage #indieaesthetic #softgrunge
#vSCO
#vscofilters
#vscoaesthetic



GENESIS
@genny_rivas_

“ All flowers grow
through dirt ”

•
•
•

#vSCO #snapchatfilter #flowers

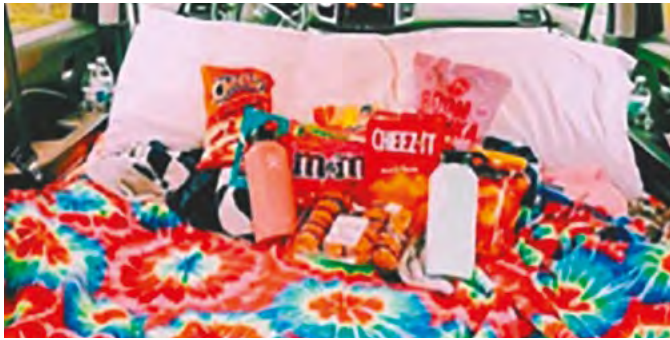


“
*I'm officially old.
My child just
told me I'll never
understand the
#vscogirl life.*”

**#vans #scrunchies #seashells
#savetheturtles**

MARGARET DIAZ
@ShineOn_216

WARDROBE & DIGITAL CODES: A MIX OF FESTIVAL MUST-HAVES AND DIY CUSTOMIZATION



#VSCOSTARTERPACK
1.5K posts on Instagram



INTOTHEGLOSS



Hydro Flasks are just really **good reusable water bottles**. Like they keep water cool for awhile and they **have so many colors and accessories** so you can **make it your own** which makes it really cute



explains Kylie, 15

FUNCTIONALITY:

+

Love sneakers and sportswear because they're comfortable for festival and outdoor activities in the city.

STYLE ASPIRATIONS:

++++

Colorful Californian style, addicted to VCMO filter (fav hashtags: #vcmogirl as well as #OOTD). Wardrobe described in the Instagram #vscostarterpack. VSCO girls rock accessories and outfits with customization (#VSCOstickers, patches, pins, and more).

CULTURAL:

+

Love being in group of VSCO friends

CONSCIOUS:

++

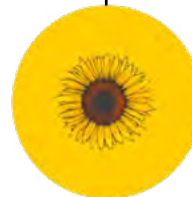
Shopping addict & sustainable conscious (using refilling bottle, concerned by ocean and turtle protection, vegan causes/cosmetics). VCMO girls gather paradoxical aspirations and values.



Sportswear Favorite
Vans slip-ons



Favorite Accessory
Hydroflask & VSCO stickers

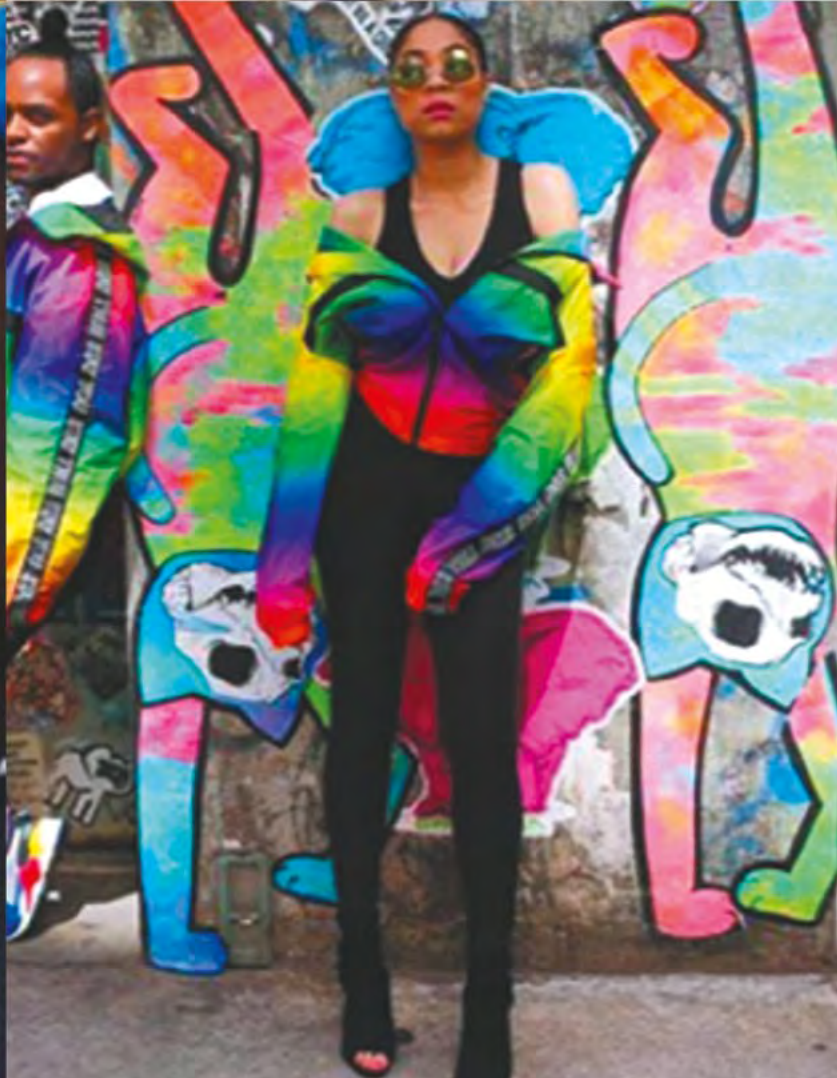


Favorite Color
Sunflower Yellow

CONSCIOUS LGBTQI+

#GAYISOK #BORNPERFECT #LOVEISLOVE







Jesse Bowser

CONSCIOUS LGBTQI+ ARE PROUD OF THEIR QUEERNESS

Their pride is everywhere:
on social, in their fashion, attitude, and makeup.

DEMOGRAPHIC:

All genders, 14-24 y/o

STYLE:

Streetwear & sportswear,
with no gender conformity

INTERESTS:

Pop music, fashion,
mental health & self-care

KEY

PRODUCT(S):

Items with rainbow prints

FAVORITE

BRANDS:

Nike, Fila, Adidas, Puma

MEDIA &

INFLUENCER

PREFERENCES:

them., Gay Times, Very Good
Light, GayLetter, OUT, i-D



“ @puma please make sneakers for ballet! felt cute might delete and just wanted to post a boomerang! ”

#worldwideballet #sobailarinos
#maledancer #balletboys #puma #sf
#california #lgbt



“ Pride to me means a celebration of the different sexualities we have in the community.

A chance to meet different people across the world – it’s a time to have fun and let your hair down!

#Pride #LGBTQ #H&M #Fila ”



“ I entered a Vans design competition with this design it is meant to reach out for and represent the members of the LGBTQ+ community!

I tried to represent as many groups as I could through a gallery of colorful stars and planets we all shine bright together ”



WARDROBE & DIGITAL CODES: CELEBRATION OF DIFFERENCE, AUTHENTICITY, AND POP EMPOWERMENT



RAINBOW
#rainbow 29M posts on Instagram

FUNCTIONALITY:

+
Functionality is not an important aspect for the Conscious LGBTQI+.

STYLE ASPIRATIONS:

++++
Colorful pieces, crop tops, high-waist bottoms & rainbow prints.

CULTURAL:

+++
This tribe is deeply into pop culture & pop music.

CONSCIOUS:

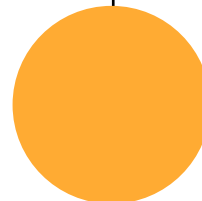
++++
Their Queerness is political, they celebrate their differences and use their own style to express it.



Sportswear Favorite
Rainbow printed sneakers



Favorite Accessory
Fanny pack



Favorite Color
Orange



Poodar-chu

Perception Driver:

4

Perform with the best materials

DIMENSIONS

Comfort, Innovation



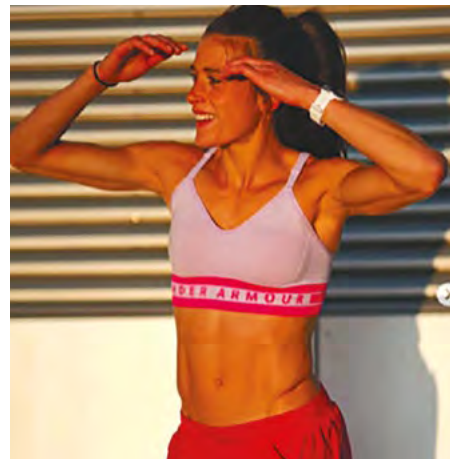
TRIBE:
The Fit Squad



TRIBE:
Doyou Creators

THE FIT SQUAD

#GIRLSWHOLIFT #FITNESSGIRL
#GYMSHARKWOMEN





A TRIBE FOCUSED ON ACHIEVING THE BEST VERSION OF THEMSELVES

Teens & young adults keen on outperforming
themselves through fitness



DEMOGRAPHIC:

Mostly women, 15-24 y/o

STYLE:

100% Athleisure

INTERESTS:

Fitness, nutrition, personal growth

KEY PRODUCT(S):

Sports apparel, lifting gear

FAVORITE BRANDS:

Under Armour, Nike, Reebok, Adidas

MEDIA & INFLUENCER PREFERENCES:

PopSugar Fitness, Greatist, WellandGood, Stephanie Buttermore, Nikki Blackketter, Meg Squats, The Glute Guy



EMMA
@emma.stringfellow_cf

“ First competition with actual teenagers is done [...] For myself, I feel that I hit all of my goals, my biggest one being able to manage my blood sugar! ”

#crossfiteens #type1diabetic #type1warrior #dexcomg6
#type1athlete

EMMA
@daisybguerrero

“ working on being the best version of me, EVERYDAY can't wait to start a new week tomorrow. wrk. gym. me. das what I need . . ”

-
-
-
@blessedprotein water bottle





WARDROBE & DIGITAL CODES: ATHLEISURE & LIFTING GEAR



GIRLS WHO LIFT
#girlswholift 27M posts on Instagram

FUNCTIONALITY:

+++

Comfort & technicality are key, especially when inside the gym or the Crossfit box.

STYLE ASPIRATIONS:

+++

Being stylish during and after a workout is a focus of the Fit Squad.

CULTURAL:

++

Wellness is central within their lifestyle.

CONSCIOUS:

+

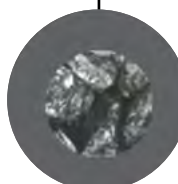
This tribe do not share much about any social or environmental issues.



Sportwear Favorite
Fitness Leggings



Favorite Accessory
Water Bottle



Favorite Color
Anthracite Grey

#DOYOU CREATORS: SINAWEIBO GIRLS OF 2019

#DOYOU #PUMA #PUMACRUSH







CHINESE SPORTY WOMEN ADDICTED TO BEAUTY APPS AND VOCAL ON SOCIAL MEDIA PLATFORMS

DEMOGRAPHIC:

Female, 18-34 y/o,
mostly visible in Chinese tier 1 cities

STYLE:

Streetwear, sportswear

INTERESTS:

Trendy events, fashion, social media and beauty apps

KEY PRODUCT(S):

Leggings, sportswear bra, sneakers, crop top,
oversize T-shirt and mini shorts

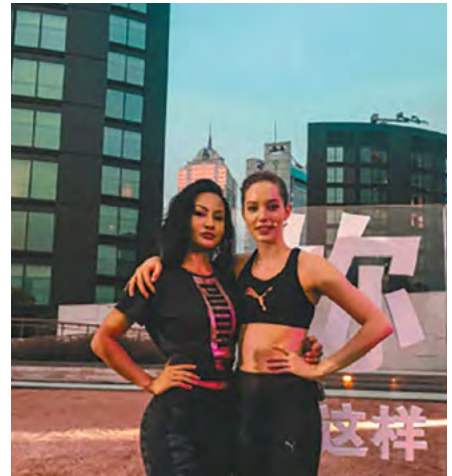
FAVORITE BRANDS:

Puma, Vans, Nike, Adidas origins, Fila, Lululemon,
Under Armour

MEDIA & INFLUENCER

PREFERENCES:

苏芮琪Sury_ MarieTT 刘人语Reyi_ 古力娜扎 刘雯



“ I have done a lot of different fitness training classes, but the first time I tried ballet training course with the inspiration muse from the New York City Ballet group! ”

“ #Doyou
So happy to communicate with everyone during roundtable forum ~I didn't realize that young people are also worried about the hairline receding!
Thanks to @VogueMe gather us and @PUMA together to bravely express the attitude of #Do you ”

“ I am very pleased to be invited to the training of PUMA×New York City Ballet. (...) Everyone can be creator and inspiration which let you express your true self.
#Doyou ”

WARDROBE & DIGITAL CODES: A STRONG EMPHASIS ON ATHLEISURE STYLE AND KOL INFLUENCE



0.31 billion reads
470 thousands discussion on weibo

FUNCTIONALITY:

+++

Love sneakers and sportswear because as a part of athleisure style, do not want to be bound by high heels

STYLE ASPIRATIONS:

++

Professional sports wear, addicted to beauty apps and social media to show off their athletic life and bodies (favorite hashtags: #doyou #girlpower)

Have strong buying power and are eager to purchase KOL-promoted products

CULTURAL:

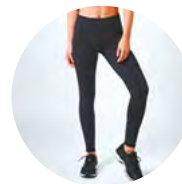
+++

Think being young means being bold and independent, and have "I make decisions for myself, and sports change my life» attitude. Anti-skinny body type, pursue healthy, fit, and tan body

CONSCIOUS:

++

Shopping and social media addict



Sportswear Favorite
Black leggings



Favorite Accessory
Personalized goods



Favorite Color
Black/Pink



“ *This outdoor event is a big success, with amazing weather. I am happy that I took a picture with a ballet dancer. Girls need to work out to be more confident.* ”

#Doyou #Puma

LEER BAI
@柏乐儿Blair



GENERATION Z MACRO TRENDS

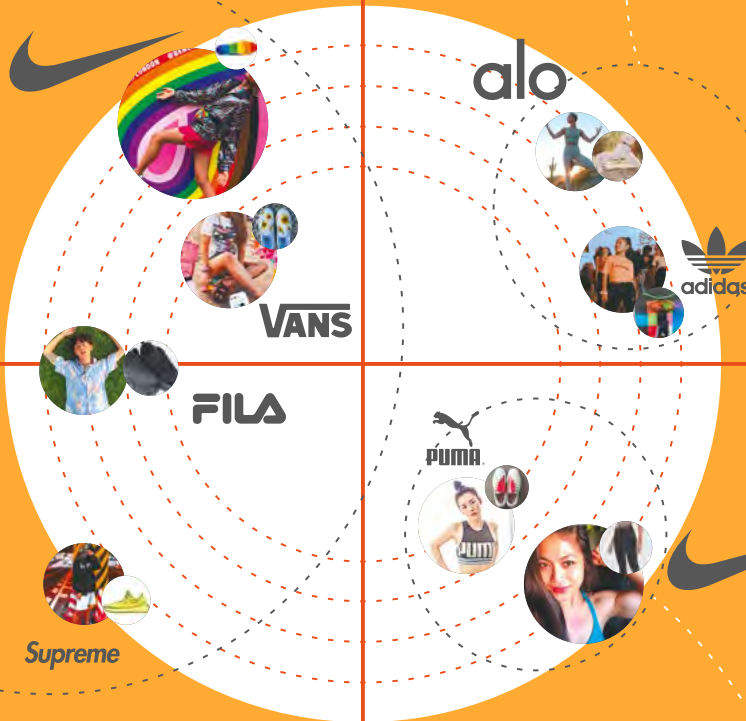
**MACRO TREND #1
AESTHETICS WITH
PURPOSE**



**STAND OUT WITH
YOUR VALUES**



**EXPRESS
YOUR STYLE**



**DREAM HIGHER
WITH SPORT**

**PERFORM WITH
THE BEST MATERIAL**





**MACRO TREND #2
COLLECTIVE
INDIVIDUALITY**

AGGREGATING THE TRENDS OF EACH SOCIAL MEDIA TRIBE, GENERATION Z EXHIBITS FOUR MAJOR MACRO-TRENDS



**MACRO TREND #3
GENDER EQUALITY
AND FEMINIST
WORKOUT**



“

*Tonight is
mathematics night,
yeah* ”

#lfl #fff #vscogirl #hijab
#hijabstyle #lightroom
#positifthinking

#vsco #vscogirl
#vscofilter #vscocam
#vscogirlstarterpack
#vscogirls #vscogirls
#vscogirlvibes #girl
#vscogirlcheck #summer
#summer2k19 #surfing



MEANINGFUL AESTHETICS: SPORTSWEAR AESTHETICS ARE A WAY FOR EXPRESSING UNITY AND COMMON VALUES WITHIN MULTICULTURAL CONTEXTS

Coming of age in a rapidly changing world, Generation Zs define identity along common cultural and style preferences. These different styles and communities have their own brand associations and social media languages associated.

Although political, social, and cultural statements are not always explicit, this young generation carefully select brands that echoes their lifestyle, social origins. They are attracted to brands that allow them to curate and proudly display their digital profiles. Hashtags and brand associations are key to understanding Generation Z. Powerful hashtags such as #LGBTQ, #hijabstyle, #saveturtles, #recycle or #thriftstyle are intentionally matched with brands and outfits to reveal values and identity. These are the roots of beliefs that may become more articulated in the future.

COLLECTIVE MEETS INDIVIDUAL: GEN Z SPORTSWEAR CONVERSATIONS INTERTWINE CONCEPTS OF COLLECTIVENESS AND INDIVIDUALITY TO BLUR TRADITIONAL LINES

On social media, Gen Z sports fashion conversations blur the traditional definition between collective and individuality, whether performance or style-oriented. Each community has distinctive hashtags, and always in their singular (#VSCOGIRL or #SUPREMEGIRL) and collective forms (#VSCOGIRLS or #SUPREMESGIRLS). In Gen Z photos, singular-form hashtags are favored, but not for selfies or portrait pictures, which often have inclusive and collective wording as a sign of belonging.

Within sports-oriented communities, profiles of young Gen Z coaches particularly draw attention to the tension between individuality and collective. Their online publications simultaneously offer a vision of the collective, while emphasizing the performance of the individuals leading it. Without choosing a side, Gen Z coaches intertwine notions of the individual and the collective, to create a culture of performing and dreaming higher with sports.

“

IT'S RAID DAY BOYS,
GO GET THEM ALIEN
WAIFUS :

@sa.oro Models:
@cilliuhhh
@jesssicajesssica
@mitchyborgoarea51

”

#fightboi
#anime
#convention #cosplay
#animeconvention
#streetwear
#igers
#suprême
#streetweardaily
#eboy
#sexy
#animegirl
#animeboy
#girl



“

One of my fav things about our friendship, is that we have our own unique styles. ella and i don't want to dress like "vsco" girls on a daily basis because that shouldn't define you. so s/o to the few teenage girls in long t-shirts, lululemon shorts, and shell necklaces who stared us down in the mall today:) (not all "vsco" girls are like that lol) but i hope one day you strive to dress + embrace you:)

”



BACK & BICEPS

“

Currently just trying to maintain my physique right now, but also not restricting myself from a good time (give me all the pizza I am ready) also working to get stronger in the gym, so will update as the time comes! Love you all so much For these I like doing 4x10-12, for a finisher try doing 2x50 with cable bicep...

”

“

*#happyLaborDayweekend
Top 3 tips to head into
this weekend lookin good
& feelin gorgeous*

”



GENDER EQUALITY AND FEMINISM – COMMUNITIES OF WOMEN USE WORKOUT FOR SELF EMPOWERMENT AND TO CREATE A VISION OF SPORTS WITHOUT GENDER DIFFERENCES

Many women and girl tribes favor strong workout sessions with fewer traditional female traits or sexualized imagery, posting regular sport sessions and noticeable hashtags (#girlswholift).

Publications often emphasize masculine workouts, emphasize strong muscular work (#fitnessmodeling, #bootybuilding, #weightlifting) followed by a strict and healthy routine.

Gen Z women and girls also include cheat meals in their diet to balance the rigor and discipline of their training.

Using workout as self-empowerment, Gen Z women express the belief that gender is less relevant to intensity and identity in sport.

APPENDIX:
HOW WAS THIS RESEARCH CREATED?

28
MILLION
POSTS

WHAT DATA WAS INCLUDED IN THIS RESEARCH?

TIME PERIOD

01/09/2018 - 31/08/2019



MARKETS

US, UK, China, Japan, South Korea



LANGUAGES

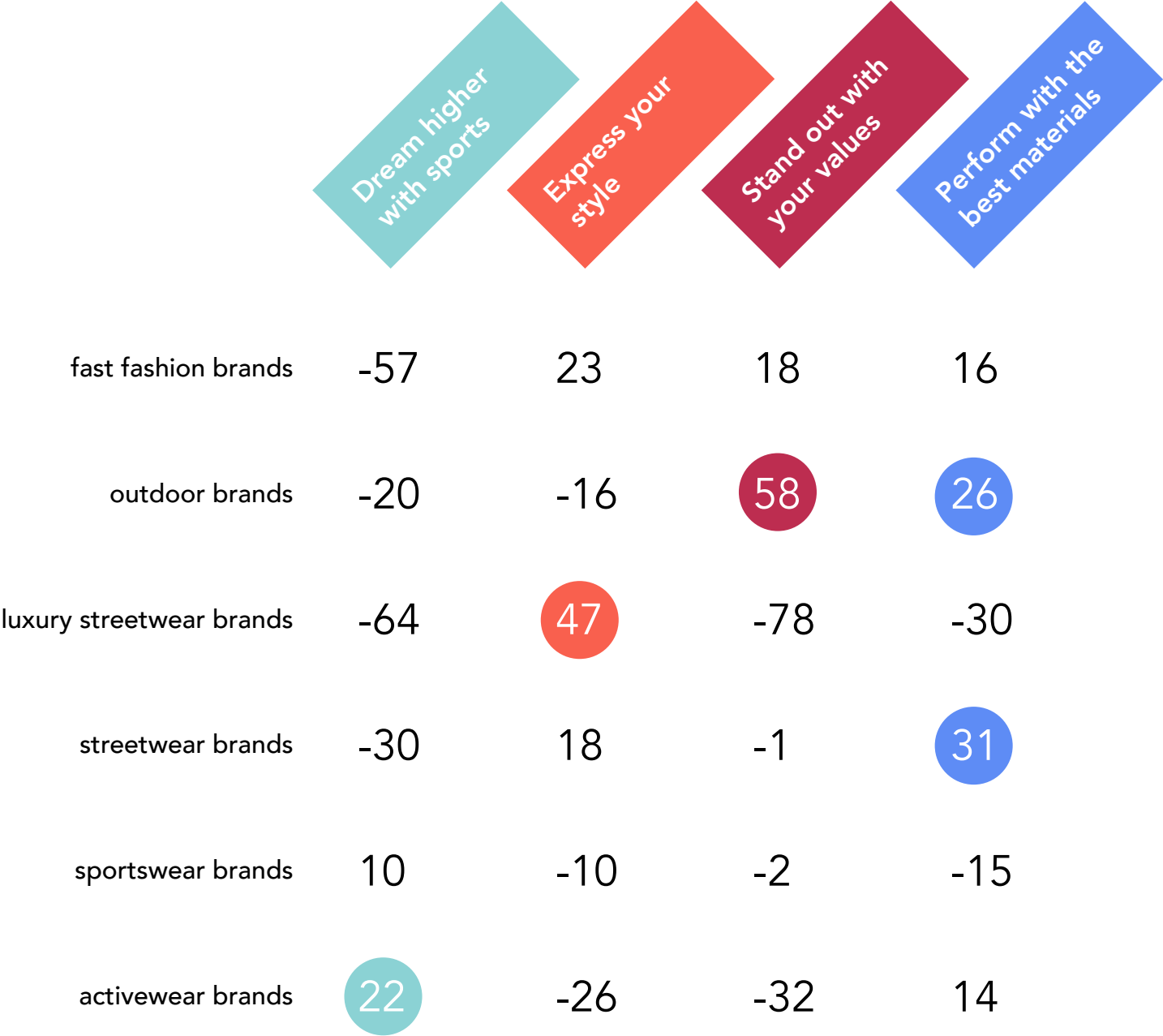
English, Chinese, Japanese, Korean



PLATFORMS

Instagram
Media
Forum
Sina Weibo
Facebook
website
Youtube
Twitter

BRAND CATEGORY PERFORMANCE COMPARED TO THE AVERAGE PER DRIVER



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