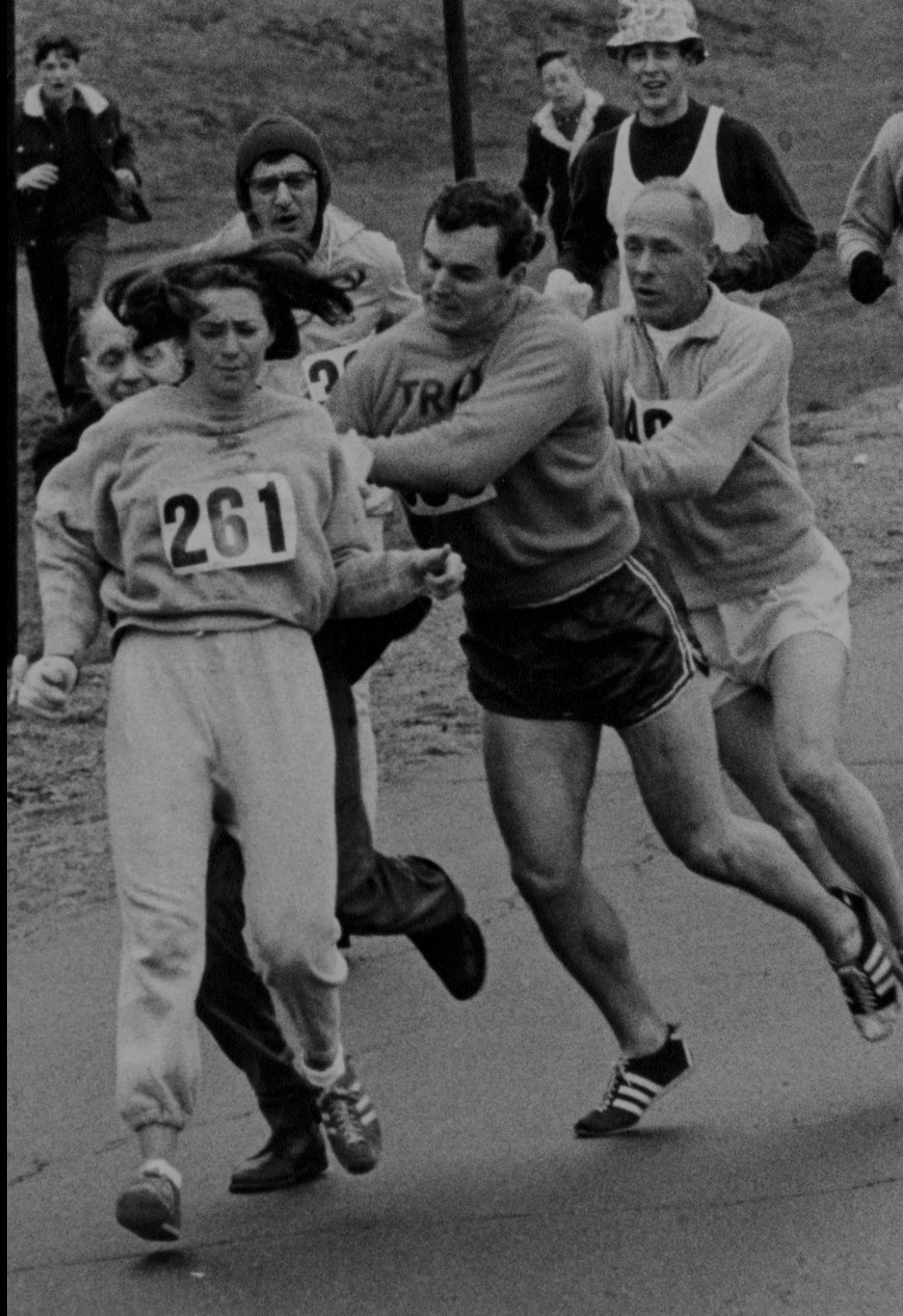




TRANSITIONS

Maternity Running Apparel



GENDER INEQUALITY IN SPORTS

"The sports industry allows for men to
Have a full career & when women decide to
Have a baby it **pushes women out** at their prime."

Alysia Montana Middle Distance Runner Team USA

A black and white photograph of a group of female marathon runners in a race. The runners are wearing athletic gear, including tank tops and shorts, and some are wearing sunglasses. Their bib numbers and names are visible. The background shows a crowd of spectators and a race banner.

30

Peak age of female
marathon runners

36

Peak age of female
triathletes

39

Peak age of female
ultra runners

20-35

Biologically optimal
for child bearing

THE ATHLETE

More women are choosing to start families at the height of their careers

ATHLETE INSIGHTS

When it comes to performance maternity apparel there are just no good options.



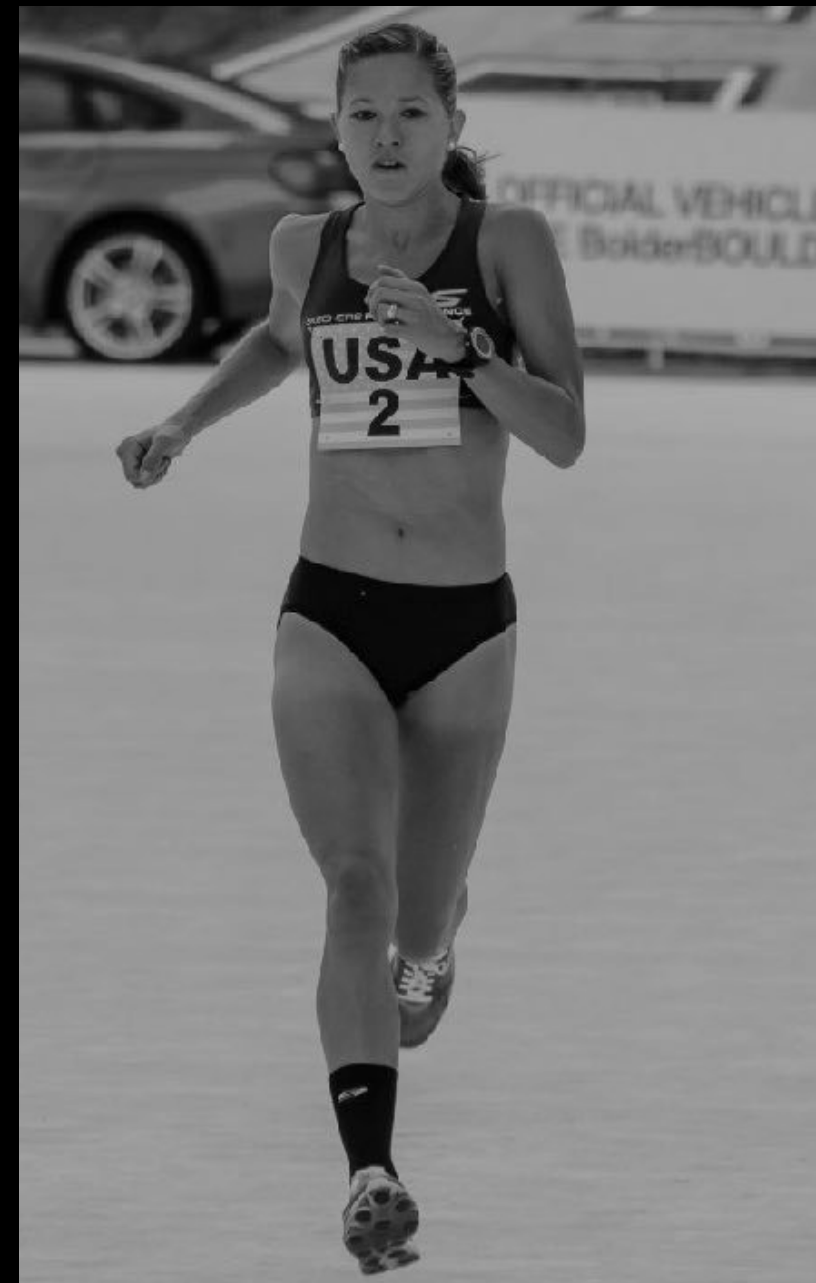
Gwen Jorgensen

"Size was a major issue for swim suits. I **hate** two pieces but was forced to wear them."



Julia Webb

"...started to **outgrow** any long sleeve options (it was winter) so I started wearing my husbands..."



Tara Welling

"Maternity activewear is very hard To find." "I just sized up but then **nothing ever fits right.**"



Lauren Goss

"I'm finding that I need a good bra with **more support**"



Sara Gross

"I wore a belly band but there is a lot of **room for improvement**, its very basic "

THE PROBLEM

When it was once considered career ending to have a child, more pro athletes are proving that they can have both a successful career & a family. These high performing mothers need high performing training apparel. With no athletic companies fulfilling those needs there is an opportunity here. **TRANSITIONS** intends to fulfill those needs.



INTENTION

This collection will provide female athletes with adjustable training garments that will accommodate the body's growth, offer targeted support, solve for thermoregulation & provide comfort & style through all three trimesters & beyond.

SEAMLESS

ADJUSTABLE

DYNAMIC

A pregnant woman is shown from the waist up, wearing a black athletic jacket with lime green accents on the sleeves and a matching lime green bag. She is looking down and to the side, with her right hand near her chest. The background is a plain, light gray.

ATHLETE OUTCOME

Most of the maternity apparel purchased is discarded at the end of the pregnancy. In an effort to extend the longevity of these items, they have been carefully designed & constructed to adjust to a woman's changing shape to provide less product with more adjustability, style & versatility.

BLANQI



EVERYDAY MATERNITY BELLY SUPPORT
GIRLSHORT
\$38.00
Fully Fashioned Knit Support Shorts

NEOTECH



CARE MATERNITY BELT
PREGNANCY SUPPORT BELLY BRACE
\$24.99
Adjustable belt to alleviate back pain

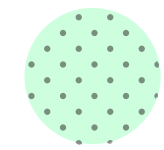
BROOKS



MOVING COMFORT FIONA
SPORTS BRA
\$32.50
Exceptional impact control & support

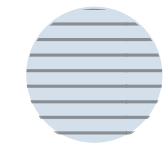
MATERNITY MARKET LANDSCAPE

Maternity apparel requires very specific attributes to adjust to and support the pregnant body while still remaining comfortable & not restrictive.



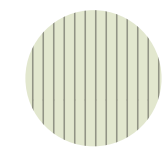
THERMOREGULATION

Prevent the wearer from overheating during exercise.



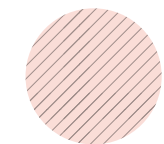
SUPPORTIVE

Build in internal support to support the changing areas of the body.



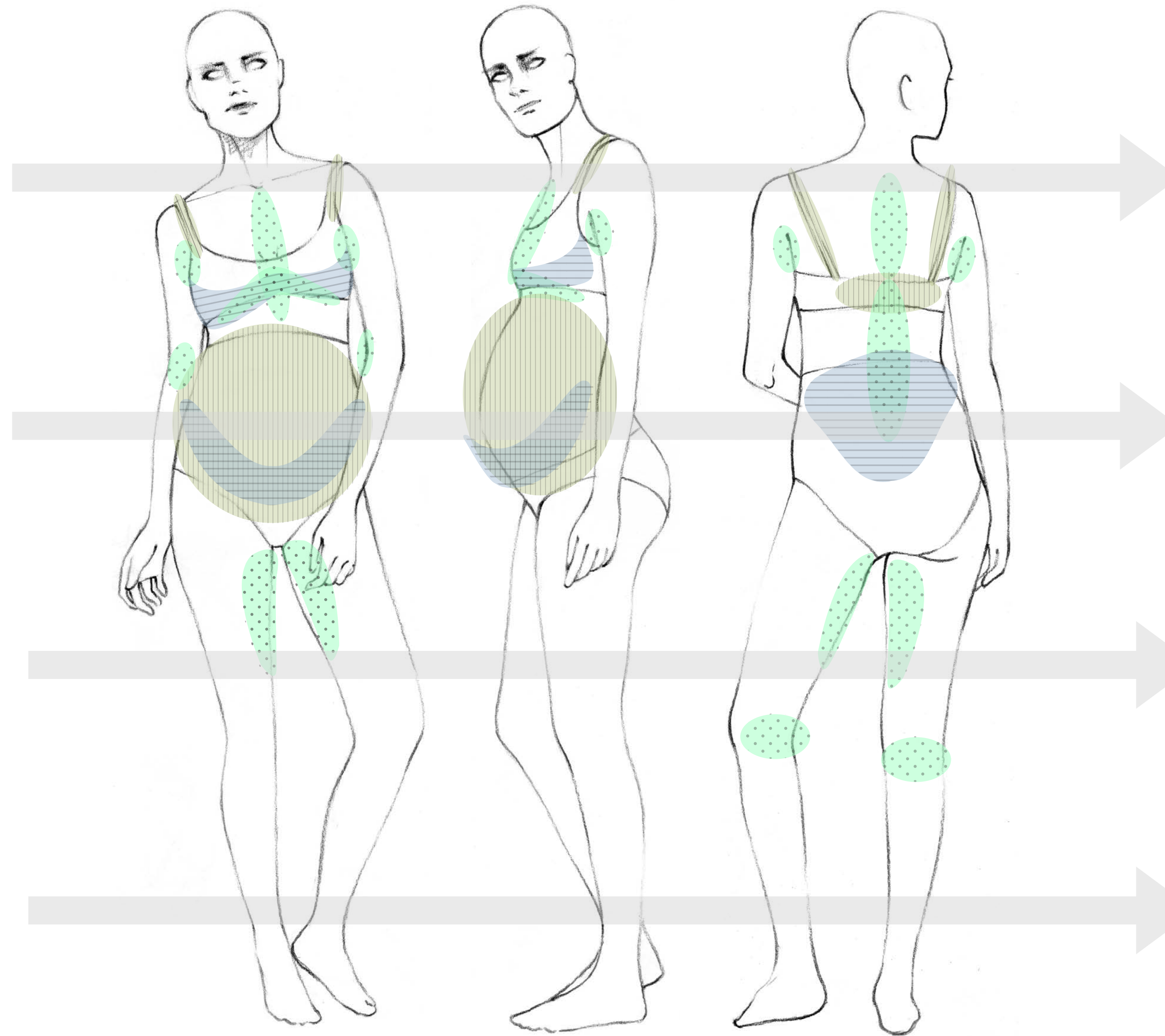
ADJUSTABLE

Create adaptable silhouettes that grow with the wearer



COMFORT

Create stretchy, soft, garments that stretch and don't restrict.



KNIT CONSTRUCTIONS

2 x2 HORIZONTAL LINKS with PIQUE

Pique Opens & Lightens
Offers ventilation

1 x1 HORIZONTAL LINKS and WELTING

More Rigid Structure & additional reinforcement
Good Elastic Stretch & Recovery

2x2 RIB

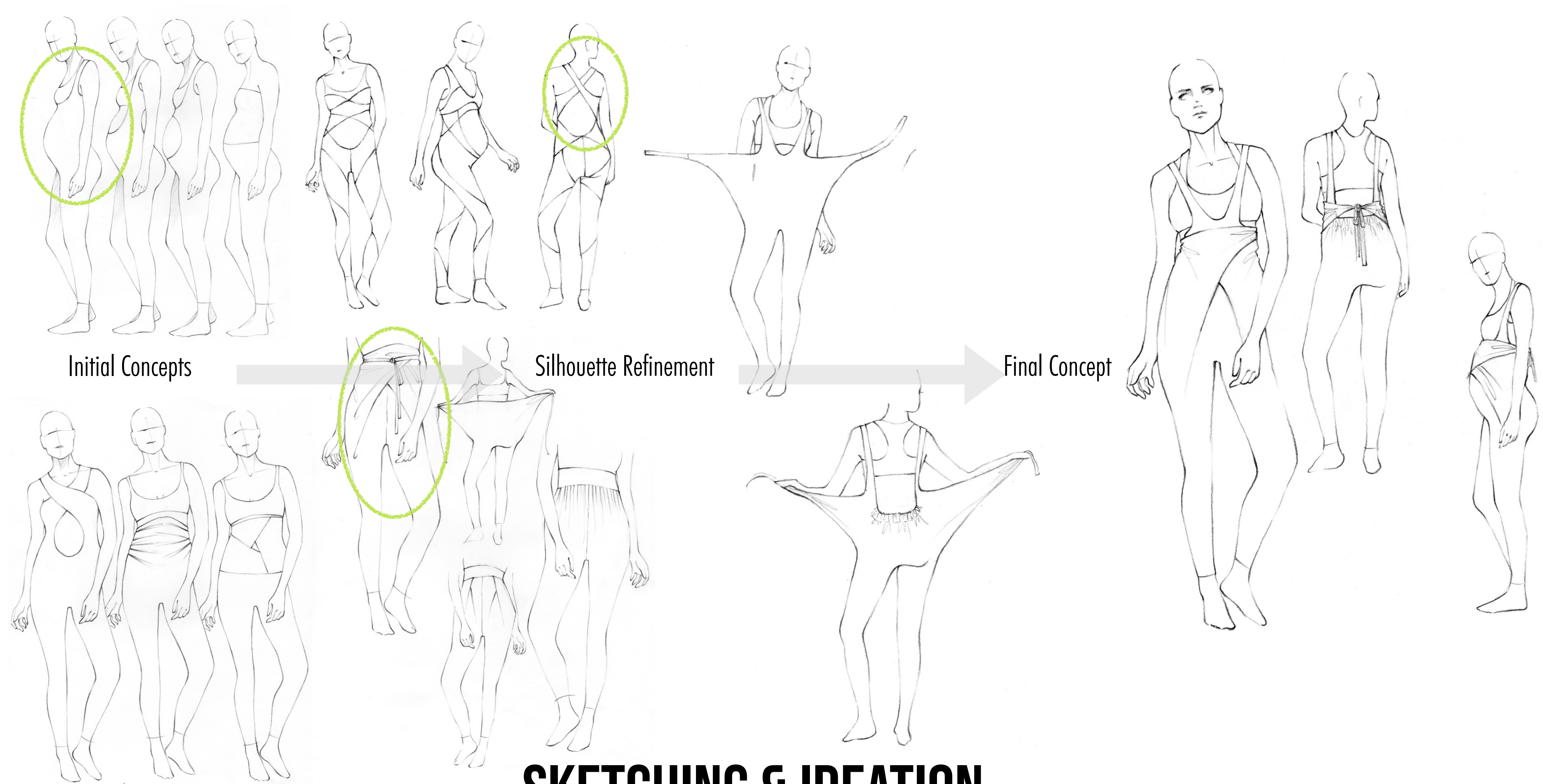
Very Form Fitting
High Horizontal Elasticity

DIAGONAL TWILL

Very Stretchy and Pliable
Less Compact Structure with a soft handfeel

PROBLEMS TO SOLVE FOR

Different areas of the body have different needs and the garment will require different constructions to solve for these needs.



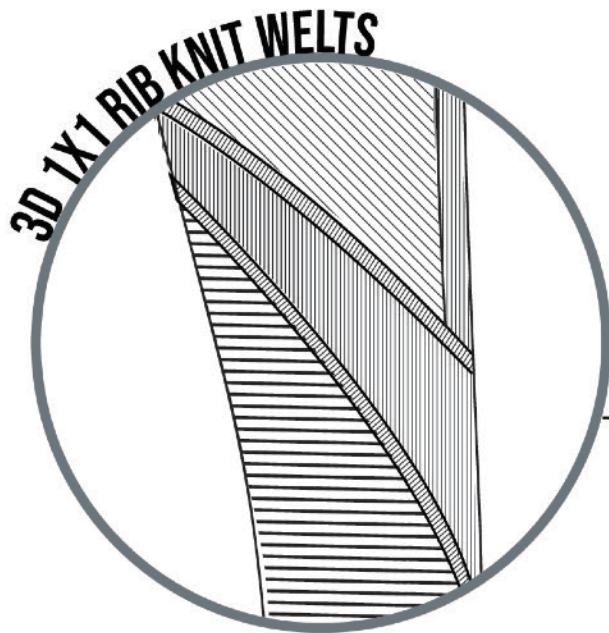
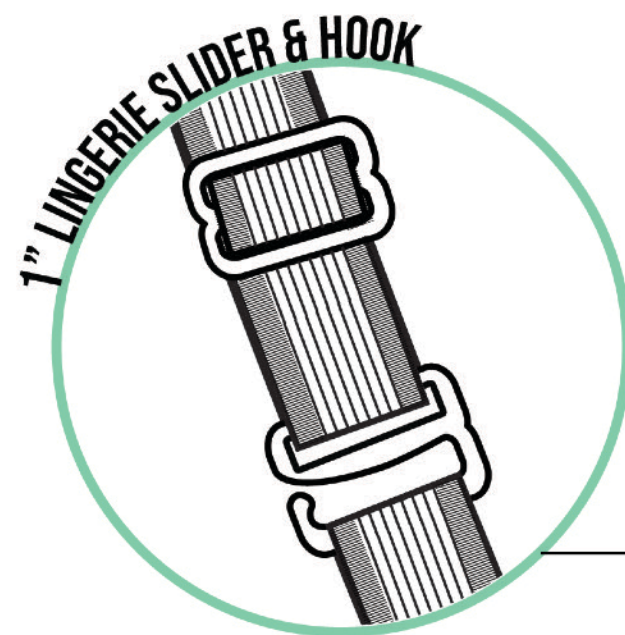
SKETCHING & IDEATION

Working through silhouette & identifying concepts that support the body



PROTOTYPE DEVELOPMENT

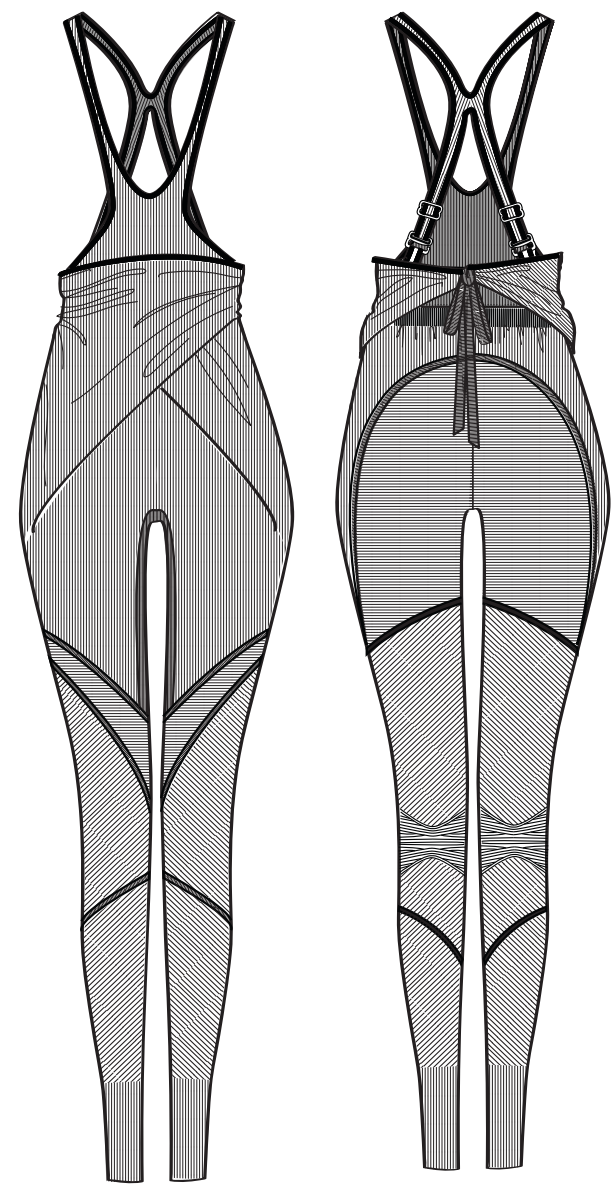
Starting with draping on a dress form to fitting on pregnant athlete to validate the concept of a garment that fits through all stages of pregnancy.



- Detachable strap, slider allows for adjustability
 - Accomodates changing body shapes while maintaining the same fit
 - Easily unfastened for donning & doffing
- Straps give the feeling of security as well as supports the belly
 - Tightening the straps gives wearer a feeling of the belly being "lifted"
 - Straps keep pants from riding down

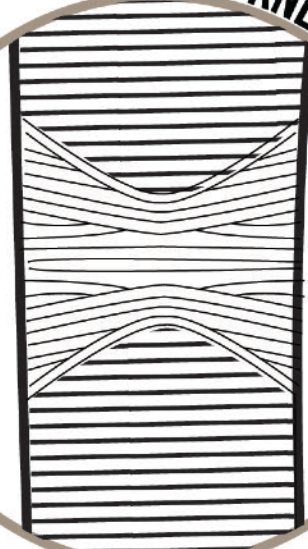
- Built in engineered compression
 - Compression without being constrictive
 - Consumer wants to feel "held in" but not "squeezed"
- Gives structure & support to the garment
 - Won't stretch out for longer lasting use

ENGINEERED SHAPE THAT WRAPS AROUND BODY



- Shape adds width to the garment to accomodate belly growth
- The wrap style allows for a close to body fit
 - Customizable fit
 - Versatile & stylish, a unique hardworking item in the consumer's wardrobe

BACK OF KNEE ARTICULATION



- Engineered articulation created by 3D knitting
- Improves fit & comfort, increases mobility at knee

ANGLEWING LEGGINGS



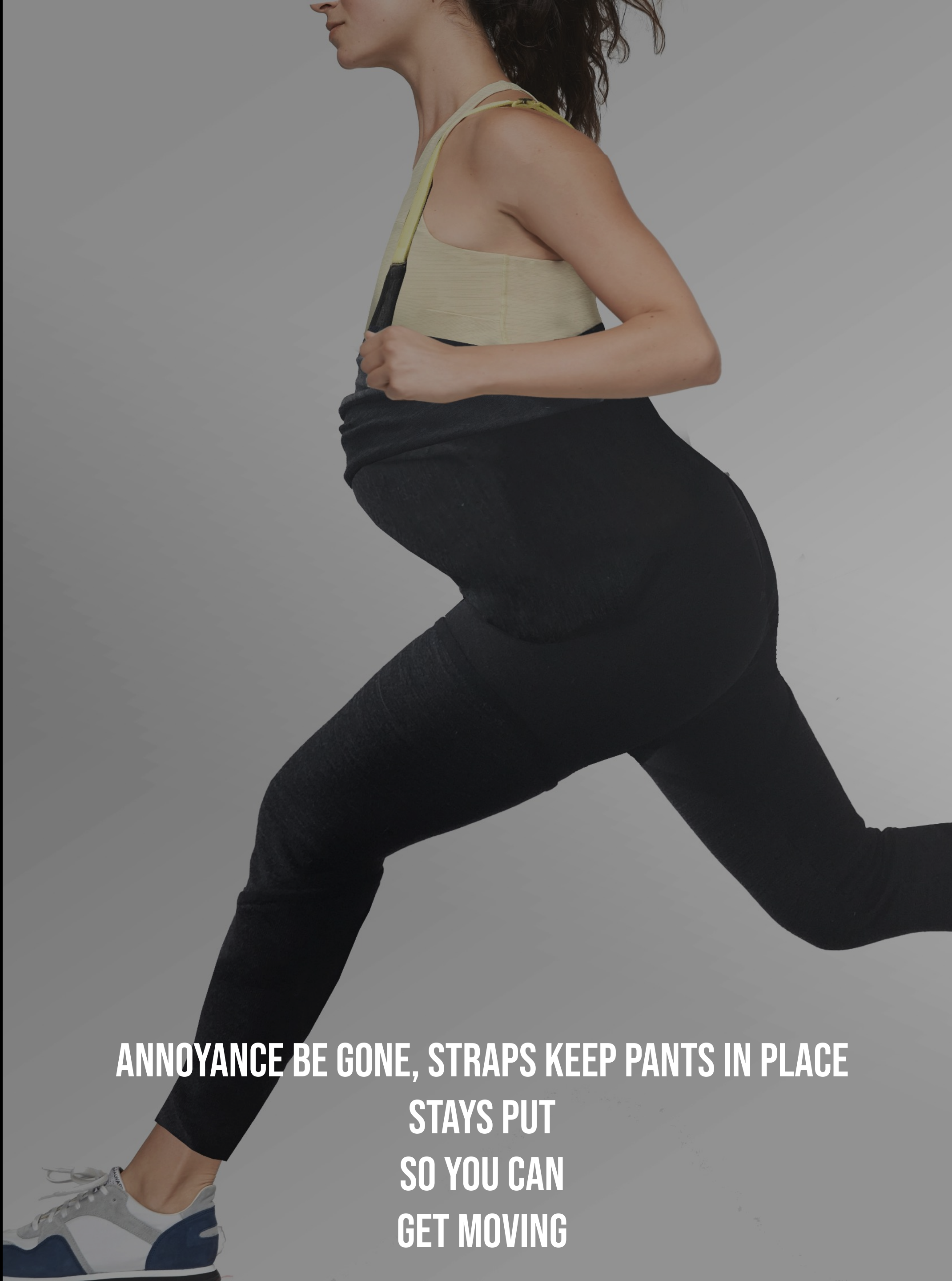
ANGLEWING LEGGINGS / RUN

"the band would always roll down below my belly which was a minor annoyance."



78.9 % Wool / 21.1% Nylon / Plated with Lycra

Machine knitted seamless construction offers better fit & comfort. The programable technology allows for less material waste & is a more economical way of manufacturing.



ANNOYANCE BE GONE, STRAPS KEEP PANTS IN PLACE
STAYS PUT
SO YOU CAN
GET MOVING