

KIDS' ACTIVE

BRANDS TO WATCH 2016



Under Armour

OVERVIEW

Responding to the increased importance placed on health and fitness by the younger generation, active brands are expanding their product lines with bespoke collections designed for play-hard active kids and **fitness-savvy teens**. With strong growth in the fitness market forecast to continue for the next five years (24% increase to \$350bn), brands are leveraging the kids' fitness market as a new revenue stream and a way of growing brand loyalty and connecting with the next generation of fitness consumers.

- **No take-downs:** product is designed for kids and functionality is geared to their needs and activities
- **No dumbing down:** high performance is demanded, style is expected
- **Connecting:** digital channels and social communities are key to connecting with this younger generation of fitness fans and athletes





IVIVVA ATHLETICA, CANADA

Lululemon's younger sister Ivivva Athletica caters to the tween/teen market. Launched in 2009, the studio-inspired activewear label uses technology, fabrics and knowledge developed by Lululemon. The brightly coloured feminine collections feature all the usual fitness suspects from mini sports bras to fitness leggings and signature Luon yoga pants. Currently increasing the number of stores and showrooms across Canada and the US, Ivivva is also cultivating a large social community, achieving cult status and securing the next generation of potential Lululemon consumers for the future.

CONTACT: ivivva.com



ZARA, SPAIN

After identifying this key growth area, Spanish clothing retailer Zara launched its dynamic kids' active range in 2015. Steadily expanded to include girls' and boys' styles for four- to 14-year-olds, the multifunctional range is pared-back and stylish, with an emphasis on adult-grade performance and kid-specific functionality such as reinforced knees and easy-on stretch. Lightweight tech fabrics with quick-drying properties also deliver top comfort. Zara's beautiful Sporty Girls campaign showcases Zara's innate understanding of the importance of style and fashion in sportswear design.

CONTACT: [zara.com](https://www.zara.com)



NIKE, US

Always ahead of the curve, Nike's continual investment in the youth market has made it one of the most aspirational brands among kids and teens. Intensifying its focus on the younger generation, the sports giant has launched a kids-only collection. Supported by the launch of its [young athletes](#) Instagram, Nike is committed to nurturing and developing this generation under the slogan "we don't have to be big to dream big". Moving away from take-downs of adult styles, the collection features pieces with reworked fits and hi-tech fabrics designed to deliver maximum performance to kids.

CONTACT: [nike.com](https://www.nike.com)



COTTON ON, AUSTRALIA

Australia's fast-fashion value retailer Cotton On moves into the fast-growing kids' sports market with its fitness-is-fun collection, Active Play All Day. Aimed at boys and girls ages two to 14, the collection focuses on movement and comfort for kids on the go with garments featuring four-way stretch and breathable, moisture-wicking fabrics. Described as 'active fashion', the range is fun and practical with each piece designed to address and solve everyday 'kidult problems'. The Monkey Bar short, for example, features a built-in no-show lining ideal for playground climbing and flipping cartwheels.

CONTACT: cottonon.com

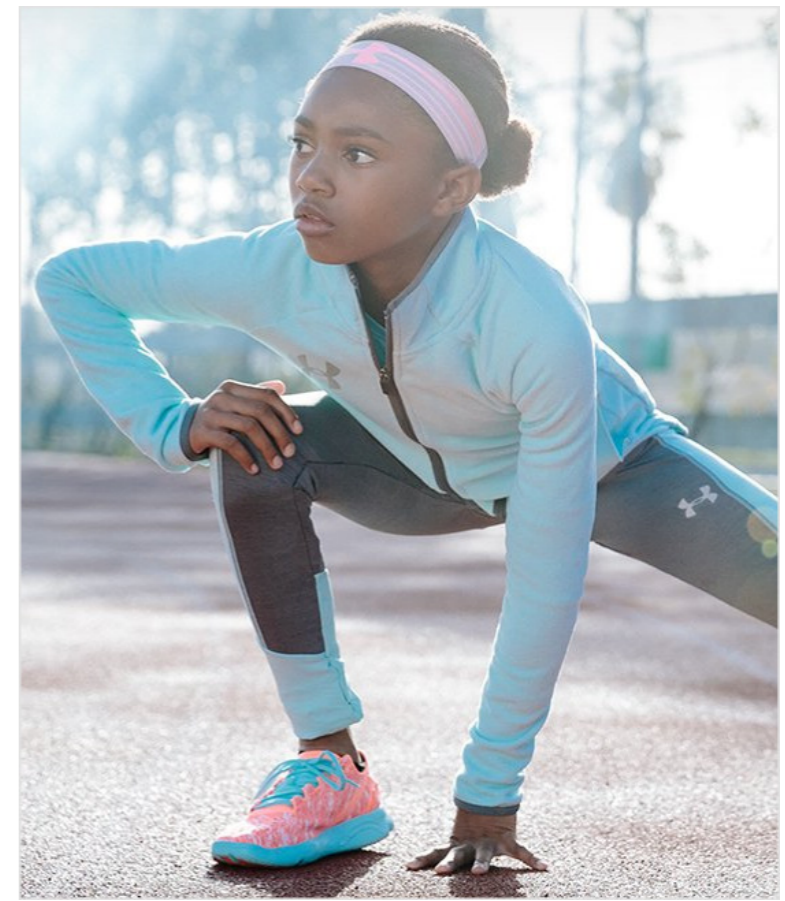


GAPFIT, US

After the success of its GapFit womenswear, Gap's active offering expands to include both menswear and kidswear for 2016. Energetic and bright, the print-heavy range of active/loungewear is designed for movement, ensuring kids from four to 14 can run, jump, play and generally have fun.

Featuring slogan T-shirts, statement leggings and coordinated accessories, all styles are high-performance with functional features including seamless construction, wicking technology and be-seen reflectivity for safety.

CONTACT: gap.co.uk



UNDER ARMOUR, US

As part of its commitment to the next generation of athletes and sports stars, Under Armour is launching Team UA Next – an annual event dedicated to finding six young athletes to join its elite athlete roster. With an online event platform, Under Armour uses social and digital channels to engage with this tech-savvy generation, extending its reach and investing in its future consumers. Parents and guardians are able to nominate, in turn increasing engagement with the brand. The supporting girls' and boys' collections feature all the technology and tough attitude synonymous with Under Armour.

CONTACT: [underarmour.co.uk](https://www.underarmour.co.uk)



H&M SPORT, SWEDEN

The world's second-biggest clothing retailer, H&M, launched H&M Sport in 2014 and quickly established itself as a credible player. Tapping into the booming activewear market, H&M's active lines have quickly grown and now include kidswear. Aimed at 1.5- to 14-year-olds, the sports collections mix H&M's signature affordable fashion-forward style with sporty functionality. From core basic joggers and hoodies to more niche sports products including ballet for girls and football for boys, the collection is comprehensive, with high-performance soft shell jackets and training base layers for all ages.

CONTACT: [hm.com](https://www.hm.com)