

FROM FASHION TO BEAUTY : ATHLEISURE, THE 2017 TREND

From your it-bag to your gym bag

FOCUS

In January, **Athleisure** officially moved from a fashion to a **beauty trend** with Sephora US opening a dedicated wing in stores! A selection of make-up, body & skin care products **easy to carry in a sport bag and dedicated to pre and post workout moments.**

Playing on the healthy and sport trend, Athleisure niche brands are **targeting sportive and active woman**, aiming at bringing beauty and simplicity into active lifestyles.

A marketing trend mostly based on **transforming existing products** into on-the-go and 'sweat-proof' formats, that is still **waiting to be brought into mass-market** with specific post-workout formulas and adapted formats.

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YUNI Skin Care

Inspired by sweating yoga session, a selection of non-rinsing post workout foams, towel sheets, hair treatments and muscle relaxing gels to take out the best of your sessions



COLAB Active Dry Shampoo

A reinforced dry shampoo for a better oil absorbing effect, UV and pollution protection and a stronger conditioning effect. To spray on roots before the session and to brush out after the session



ARROW (Birchbox)

Specific light, cooling and long-lasting make-up and beauty products for post-workout

SWEAT Active Beauty

From a team of female athletes and Olympic winners, a beauty line of not pore clogging mineral foundations, water -sweat- proof illuminators and bronzers ... perfect for outdoor training



TO
THINK
FURTHER

- How to improve your products to quickly move into a hot trend ?
- How to connect more with the daily life of your consumers ? Adapted formats ? Innovative 'active' formulas ?
- How to build a credibility into Athleisure approved products ?