

**JACOB WINKLER**

**BIEN DANS SA  
PEAU**

FRENCH: WELL IN ONE'S SKIN;  
COMFORTABLE; AT EASE WITH  
ONESELF

# THE MESSAGE

Bien Dans Sa Peau is a sophisticated sportswear line for women aged 60+. It creates an aesthetic that would be equally comfortable on different ages & body types.

# WHY SENIORS?

## A GROWING POPULATION:

In 2014, the number of Americans aged 65+ was 14% of total population.  
By 2060, **the senior population will grow to 24%**<sup>1</sup>.

## A WEALTHY POPULATION:

Baby Boomers  
**control 70% of disposable income**<sup>2</sup>  
in the United States and account for  
**45% of sales in apparel**<sup>3</sup>

## A HEALTH & WELLNESS ORIENTED POPULATION:

**25% of gym goers** are 55+ years old<sup>4</sup>

## AN UNDERMARKETED POPULATION:

Less than 5% of marketing dollars are spent toward seniors<sup>5</sup>

GROWING MARKET  
NO DIRECT COMPETITORS

FASHION BENEFIT RELIES ON  
INDIVIDUAL TASTE RATHER THAN  
PROVABLE FEATURE

**S** **W**  
**O** **T**

INTERNATIONAL GROWTH  
CHANNEL PARTNERSHIPS

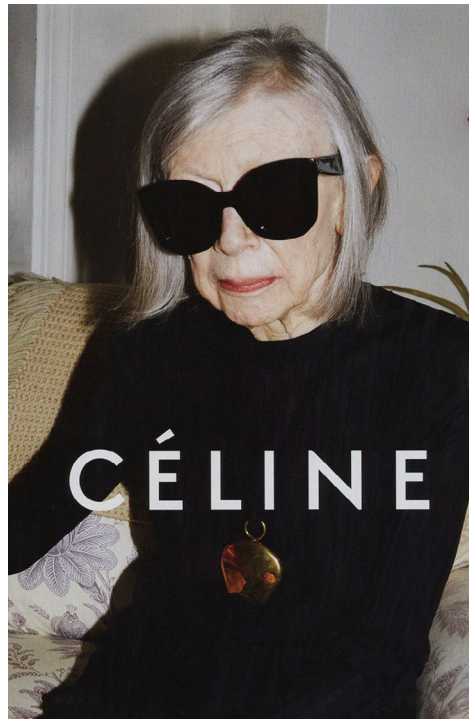
EMULATABLE



IGNORED  
BY SPORT  
APPAREL



FASHION  
ADS  
MOVE  
BEYOND  
AGE





FIELD  
WORK



INTERNET  
RESEARCH  
&  
ATHLETE  
OBSERVATION



RETAIL  
OVERVIEW

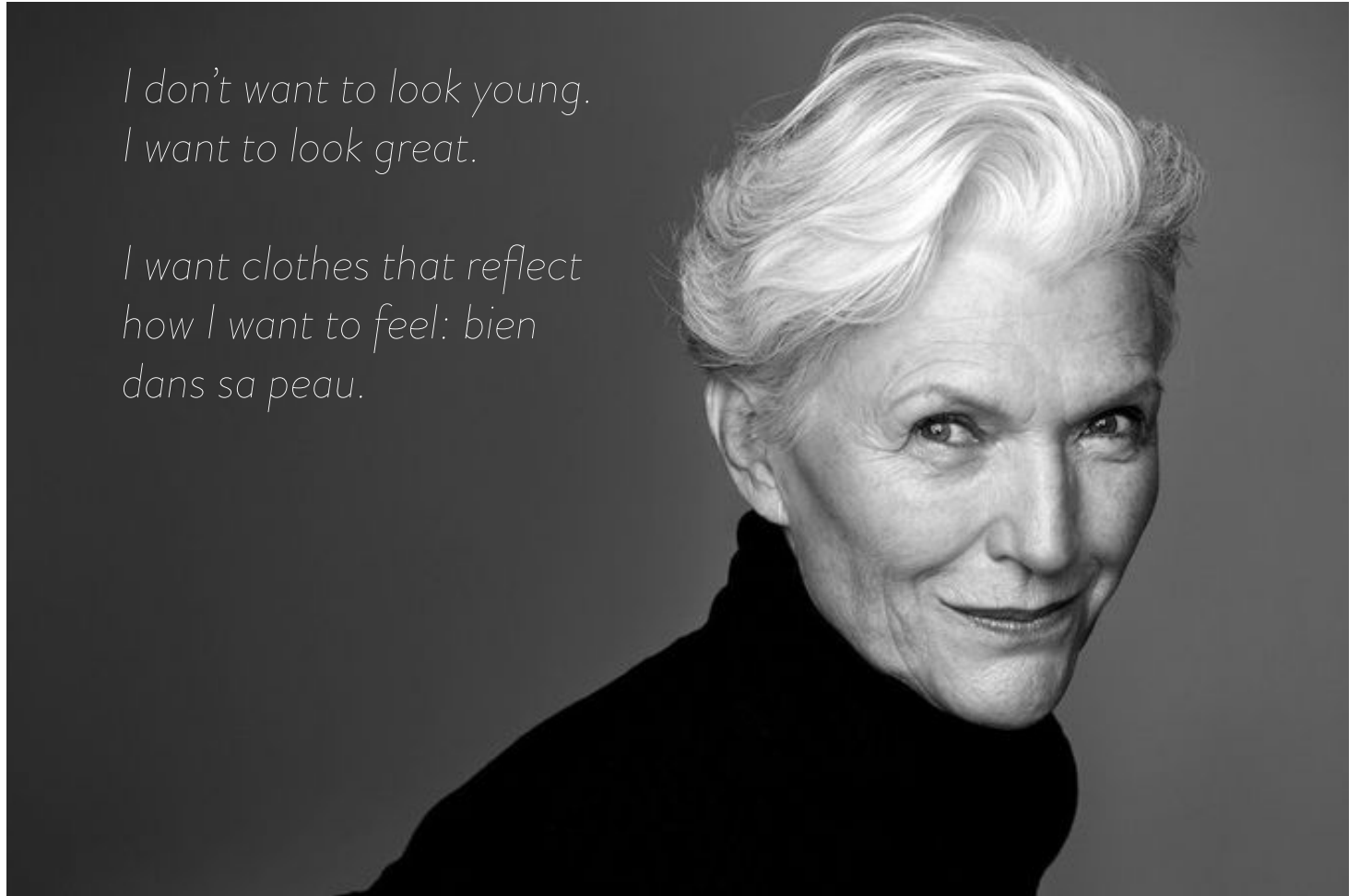


ATHLETE  
&  
EXPERT  
INTERVIEWS

# INSIGHTS

*I don't want to look young.  
I want to look great.*

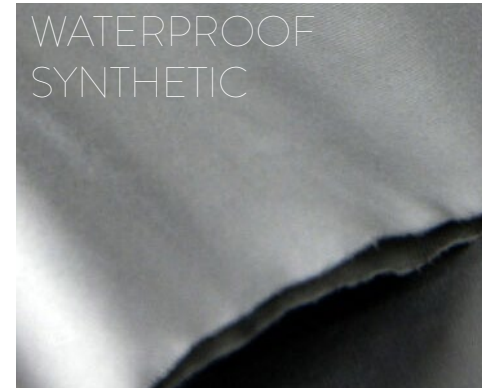
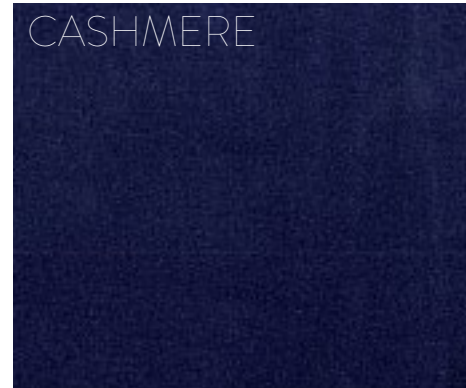
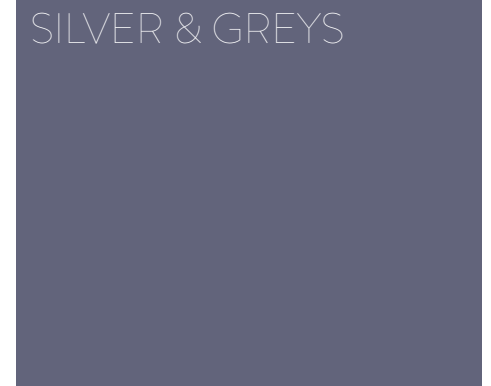
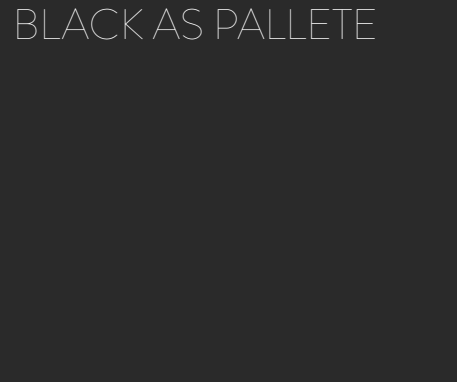
*I want clothes that reflect  
how I want to feel: bien  
dans sa peau.*







COLOR,  
MATERIAL  
&  
TYPE



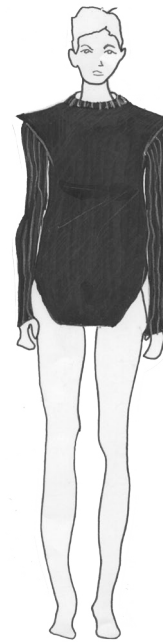
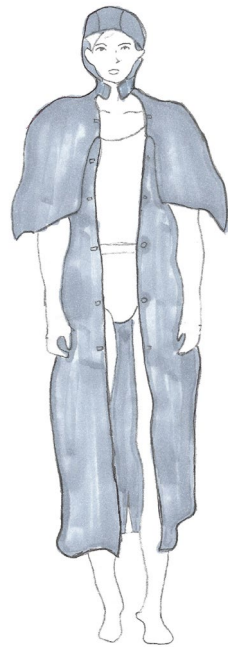
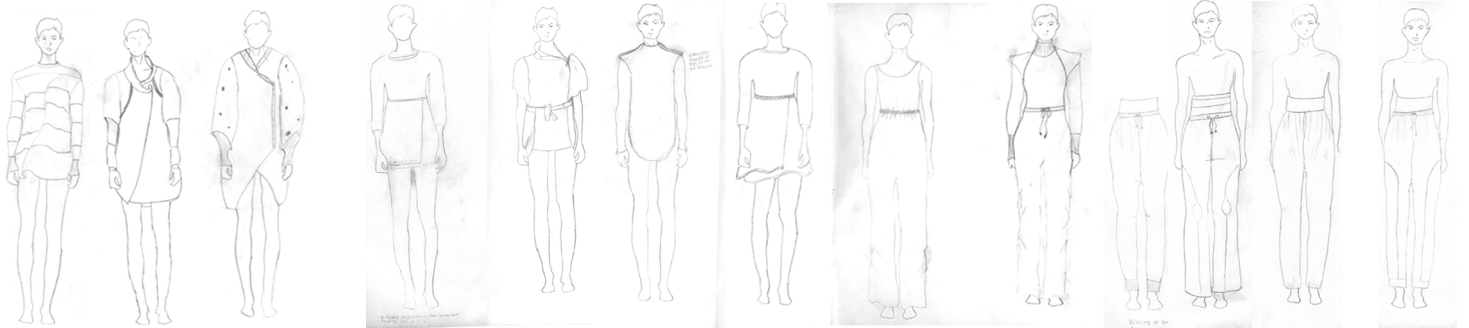
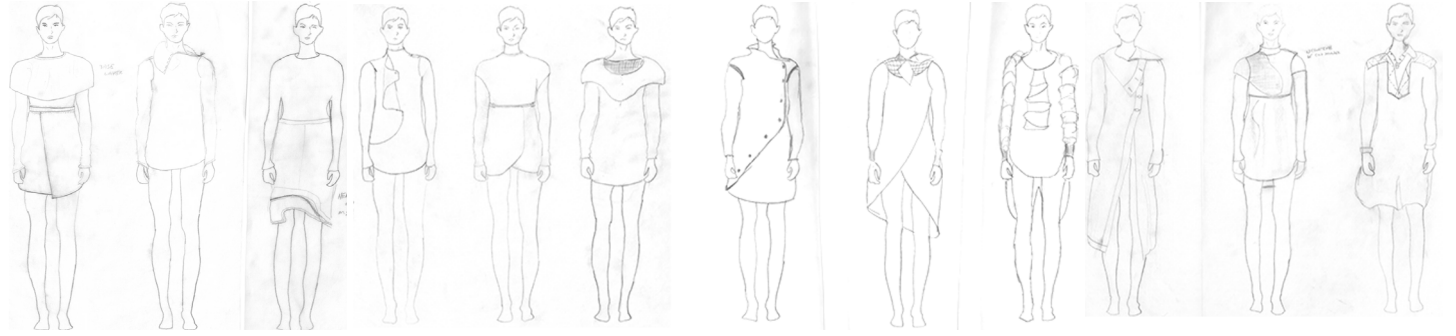
BRANDON GROTESQUE (THIN, **MEDIUM**, *ITALIC*)

GEOMETRIC, SANS SERIF

STURDY, BUT GENTLE. LEGIBLE BY OLDER AUDIENCES



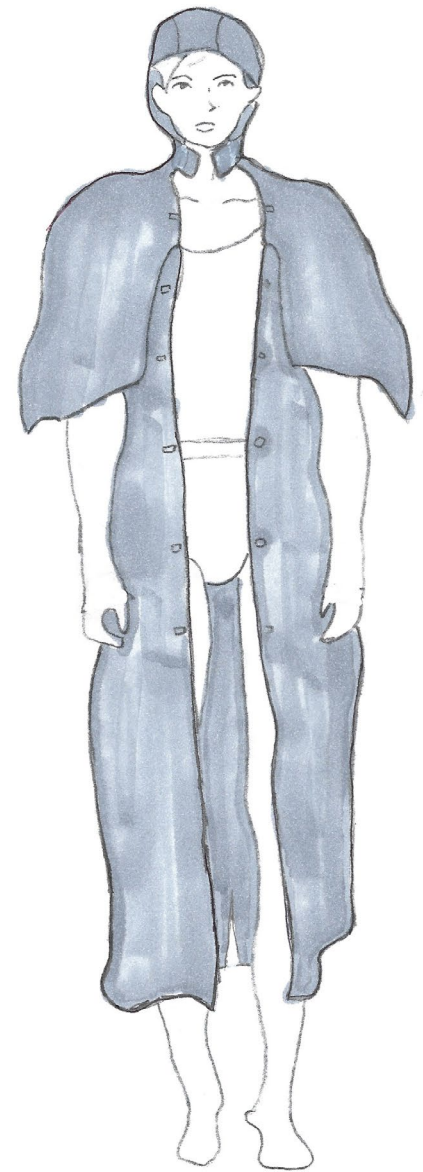
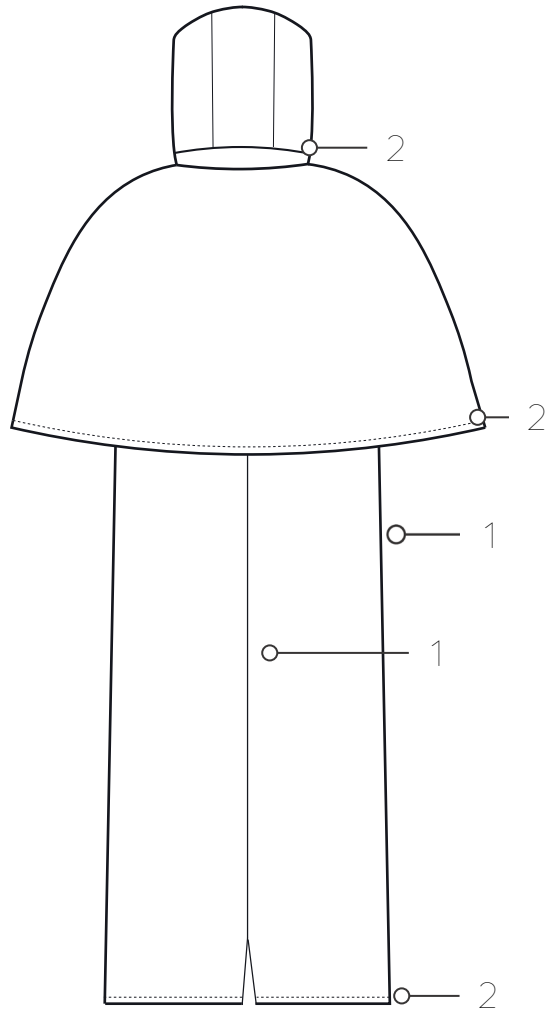
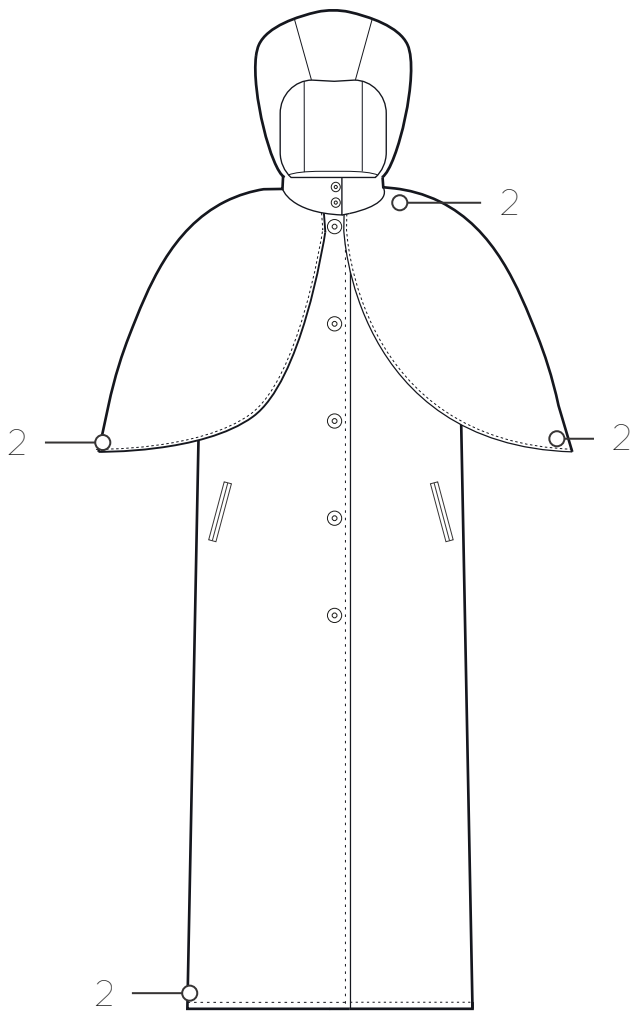
# SKETCHES



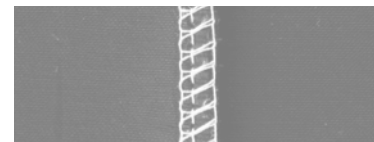
# FLATS

OUTERWEAR : LE MARAIS  
MIDLAYER : D'ORSAY  
BASELAYER : GIVERNY  
PANT : FRANCOIS

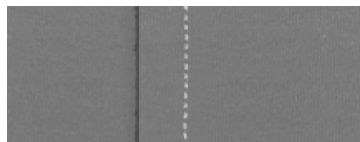




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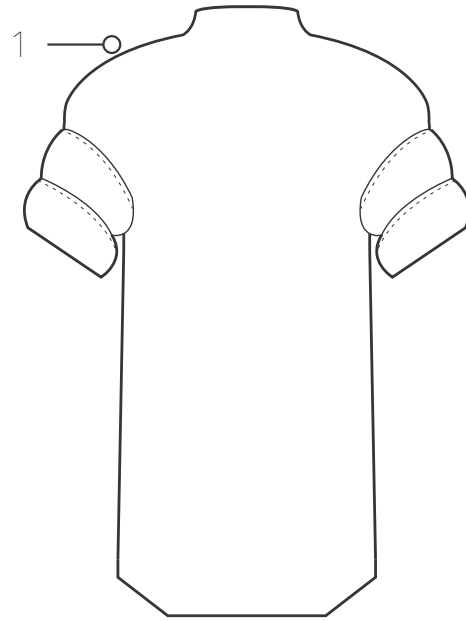
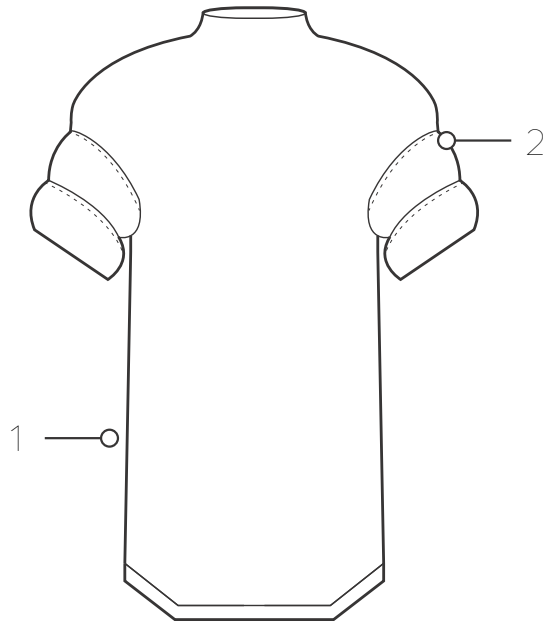


2. TOP STITCH

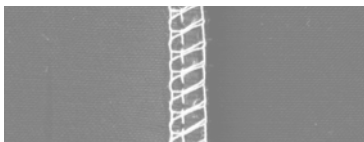


3. DOUBLE NEEDLE COVER

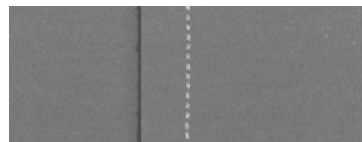




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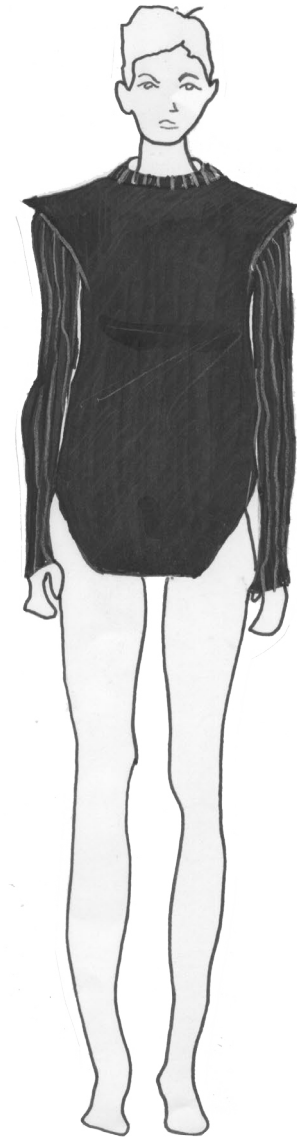
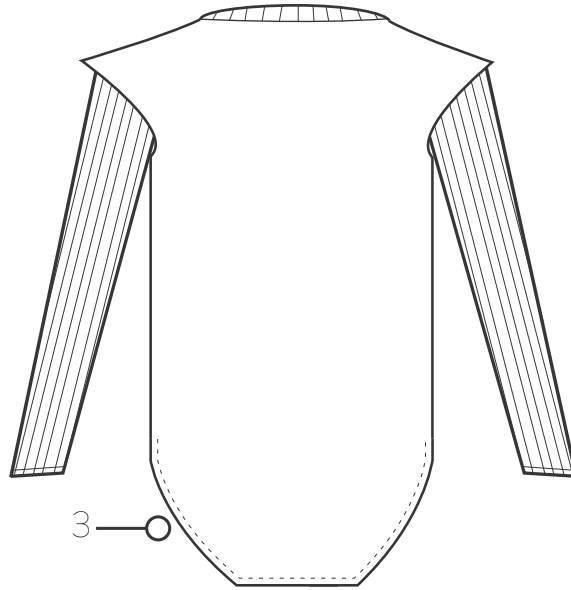
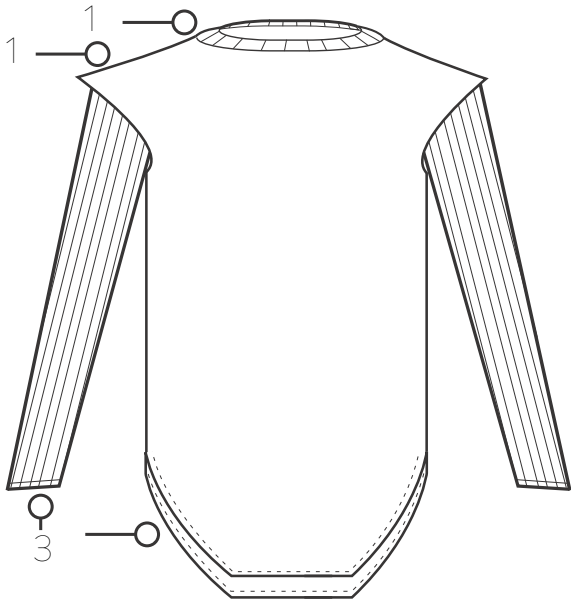


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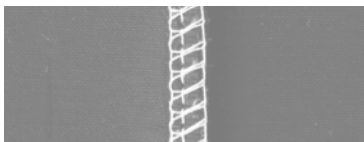


3. DOUBLE  
NEEDLE COVER

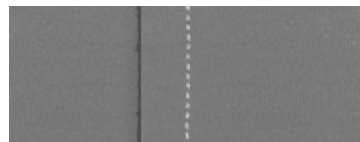




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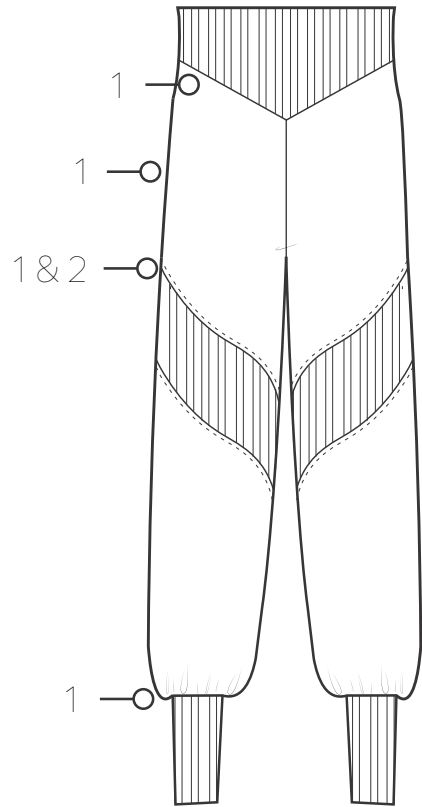


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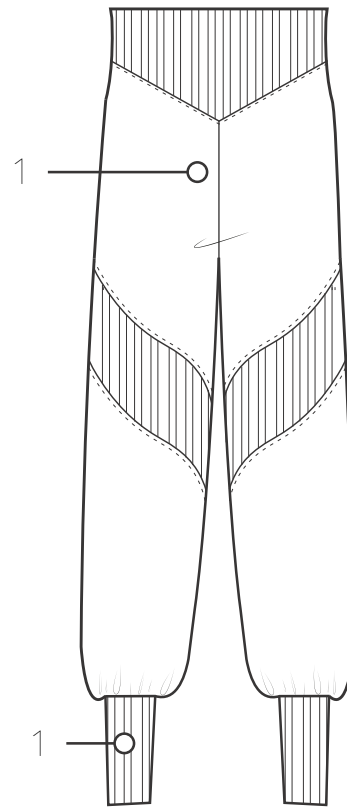
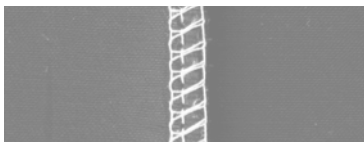


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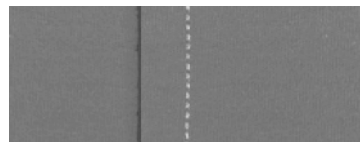




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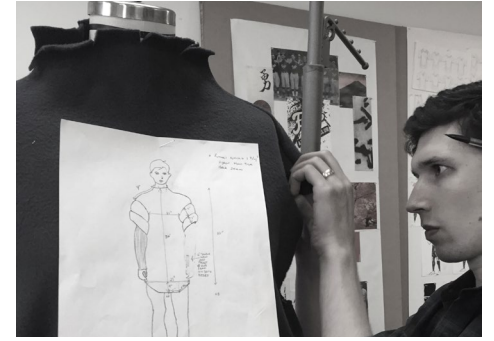
2. TOP STITCH



3. DOUBLE  
NEEDLE COVER



# IDEATION





# LE MARAIS

STAY COOL & DRY FOR YOUR EASY COMMUTE

JACKET



# LE MARAIS

STAY COOL & DRY FOR YOUR EASY COMMUTE

1

LONG SILHOUETTE  
AND WATER REPELLENT  
FABRIC FOR RAIN  
PROTECTION

2

SLEEVELESS  
CONSTRUCTION  
WITH COVERAGE  
FROM CAPE FOR  
BREATHABILITY

3

ZIPPER LOOPS FOR  
EASY POCKET ACCESS





D'ORSAY  
WARM INTO YOUR WORKOUT

SWEATER





# D'ORSAY

WARM INTO YOUR WORKOUT

1

LONG SILHOUETTE TO  
KEEP THE CORE WARM

2

LIGHTWEIGHT, SHORT  
SLEEVE BAFFLES  
ALLOW STYLISH  
MOBILITY

3

FUNNEL NECK FOR  
COVERAGE AND  
COMFORT



2



3



GIVERNY  
*MOVE WITH CONFIDENCE*

SHIRT





# GIVERNY

MOVE WITH CONFIDENCE

1

STREAMLINED RIBBED  
SLEEVE SLIMS AND  
LENGTHENS BODY

2

EXAGGERATED  
SHOULDER FRAMES  
BODY

3

DROPPED HEM  
GIVES FLATTERING  
SILHOUETTE



FRANCOIS

*MOVE WITH FREEDOM & COMFORT*

PANT





# FRANCOIS

*MOVE WITH FREEDOM & COMFORT*

1

STRETCH WOOL  
JOGGER HAS HIGH  
END AESTHETIC AND  
AFFORDS MOBILITY

2

HIGH RIB KNIT EMPIRE  
WAIST SMOOTHES AND  
ELONGATES BODY

3

RIBBING AT ANKLE  
AND DRAPED FABRIC  
ALLOWS WEARER TO  
PULL PANT TO DESIRED  
HEIGHT



2



3



# PLAN TO VALIDATE

**VALIDATING  
BIEN DANS SA PEAU**

FUNCTIONAL

WEAR TEST  
@ GYM

WASH/DRY TEST

AESTHETIC

RECRUITING  
TESTERS

AGES 30-70, GYM  
GOERS (BATCH BY AGE  
DEMOGRAPHIC)

HOW TO TEST  
FASHION?

SHOW PROTOTYPED  
COLLECTION IN  
PRIVATE SETTING

SEEK FEEDBACK  
THROUGH SURVEY

WHAT ADJECTIVES  
WOULD YOU USE TO  
DESCRIBE THIS LINE?

HOW DOES IT MAKE  
YOU FEEL TO WEAR?

DOES IT FIT WELL ON  
DIFFERENT BODY  
SHAPES?

WHAT IS MOST  
DIFFICULT ABOUT  
DRESSING FOR THE  
GYM? DOES THIS LINE  
ADDRESS YOUR  
CONCERNS?

HANG  
TAGS

D'ORSAY

TRANSITION  
WARMTH

LE MARAIS

TRAVEL  
DRY

BIEN  
DANS  
SA  
PEAU

MOTHER  
FRIEND  
DAUGHTER  
NEIGHBOR  
SISTER  
CITIZEN

FRANCOIS

FREEDOM  
COMFORT

GIVERNY

STRUCTURE  
MOBILITY

# HEARD IN THE FIELD

## AGE: <35 YEARS

## AGE: >60 YEARS

+

*"This sweater is amazing"*

*"There is no one making sportswear for me. This sophisticated look is a great match for my age"*

*"I would wear shirts with these shoulders"*

*"I love the sweater! I could see someone of any age wearing it"*

*"This jacket is so cool! I would wear it at night and to events. If it were another color, I would wear it to the gym"*

-

*"These pants are great for athleisure, but too hot for strenuous exercise"*

## OVERALL FEEDBACK

1

The market for 60+ women is very hungry for athleisure & sportswear. This line addresses their fashion concerns

2

Across all ages, the jacket catches the eye, the sweater wins the heart, & the shirt and pants inspire an understanding of what Bien Dans Sa Peau is about: sophistication

3

Pant and shirt meet comfort needs for athleisure, but are slightly too thick for performance - activities





**BIEN DANS SA PEAU**

# CITATIONS

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5. Introducing boomers: marketing's most valuable generation, Nielson, (August 2012)