

For Outdoor Sports Retail Brands



Fashion Meets Function Blueprint:

A New Era for Outdoor Brands

ENDVR

Introduction

In the rapidly changing landscape of outdoor apparel, brands must evolve beyond mere functionality to thrive. The modern consumer demands more than rugged durability; they expect their outdoor gear to **seamlessly transition between trail and town**, combining high performance with sleek, fashion-forward designs.

This blueprint serves as a guide for outdoor brands navigating this shift, offering actionable strategies to integrate style without compromising the high standards of functionality that customers have come to trust.

From understanding the **hybrid lifestyles** that emerged post-COVID to leveraging real-time data for trend forecasting, this document outlines outdoor brands' crucial steps to stay competitive. With real-world examples like **Vuori's success** and insights into **emerging trends** such as Gorpcore (good ol' raisins and peanuts", and core) brands will discover how to blend fashion and performance to meet the evolving needs of consumers. Moreover, it highlights the importance of sustainability, a non-negotiable value for today's environmentally-conscious buyers. It also underscores the power of storytelling in building lasting emotional connections, a tool that can transform a brand from a mere product into a compelling narrative that resonates with consumers.

The outdoor industry is experiencing a new era where fashion meets function. This blueprint provides a roadmap for brands ready to embrace this evolution, ensuring they remain relevant and thriving in an increasingly style-driven market.

Understand the Shift in Consumer Expectations

Case Study: Vuori's Success in Blending Fashion & Performance

Integrating Fashion with Function: 5 Key Steps

Building Customer Loyalty Through Style

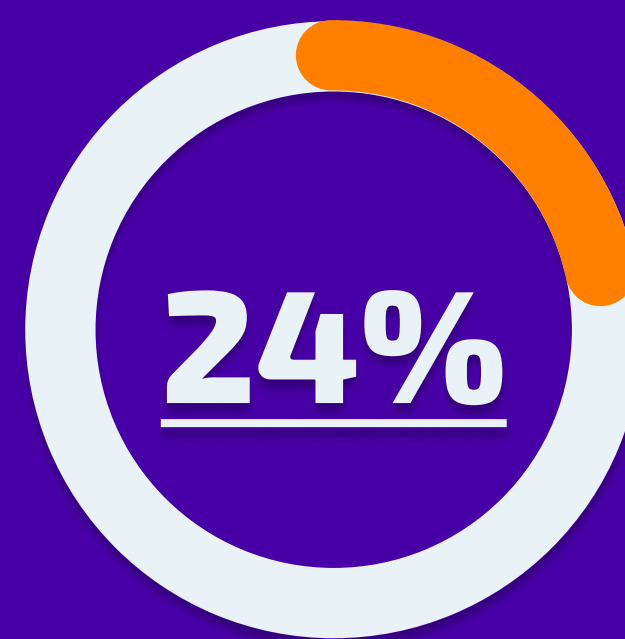
Future-Proofing: Embracing Innovation

Understand the Shift in Consumer Expectations

Post-COVID Hybrid Trends:

The pandemic has permanently altered consumer preferences, blending the boundaries between work, home, and outdoor activities. Consumers now want and expect their clothing to be **adaptable**—combining the comfort of work-from-home attire with the **durability and functionality** of outdoor gear. They no longer want to compromise between style and practicality. This shift towards hybrid lifestyles presents a significant opportunity for outdoor brands to position themselves as essential in everyday wardrobes, not just for adventure but for daily wear. As people embrace more flexible, **multi-purpose clothing**, outdoor brands can cater to both the active adventurer and the modern urban dweller.

Outdoor apparel saw:



higher revenues in 2022 compared to pre-pandemic levels, indicating strong market demand.



of consumers enter stores undecided on a brand, allowing outdoor brands to capture attention with fashion-forward designs.



Key Takeaway: Reassess your target audience and analyze how their lifestyles have changed post-pandemic. Focus on creating versatile, hybrid designs that cater to both outdoor enthusiasts and casual urban consumers. By offering products that blend fashion and function, your brand can position itself to capitalize on this ongoing shift in consumer expectations.

Case Study: Vuori's Success in Blending Fashion & Performance

Brand Spotlight:

Vuori, a leader in activewear, has mastered the art of blending **fashion with performance**, creating products that resonate with consumers seeking both style and functionality. The California-based brand has built a reputation for producing **versatile, comfortable clothing** that can seamlessly transition from athletic activities to everyday casual wear. By emphasizing a laid-back, coastal aesthetic combined with technical fabrics, Vuori has tapped into the growing demand for athleisure—a trend that has expanded beyond the gym into everyday wardrobes.

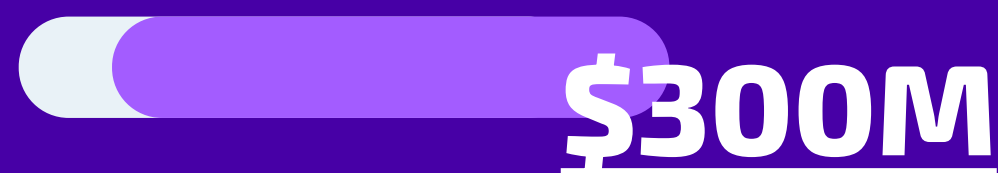
Vuori's success demonstrates the importance of creating products that resonate emotionally with customers. By tapping into the desire for fashionable, performance-driven clothing, Vuori has positioned itself as more than just a clothing brand—it's part of a lifestyle movement.

Key Takeaway: Consider how your brand can replicate Vuori's approach. How can you integrate lifestyle-driven messaging into your brand story while focusing on quality performance?

Revenue Growth:

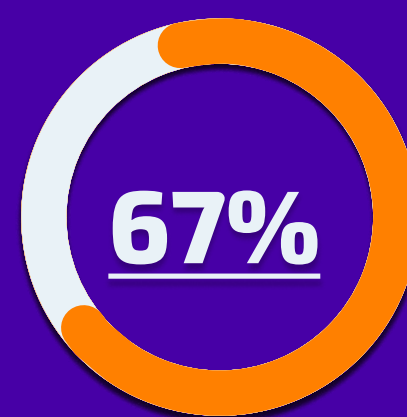


valuation in 2021 after major venture funding.



in revenue by 2022, projected to exceed \$500M by 2024.

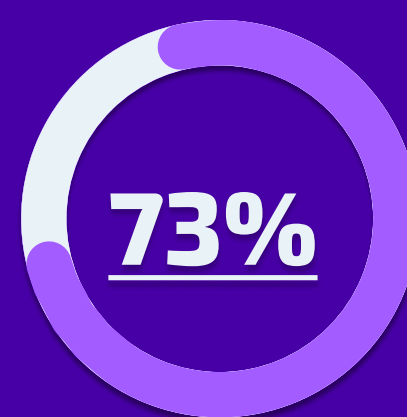
Customer Retention and Loyalty:



Repeat purchase rate, driven by its emphasis on quality, and versatility.

Sustainability Impact:

Vuori's sustainability efforts are key to its brand appeal. It aims to offset its carbon footprint by 2025, resonating with Millennials



of whom are willing to pay more for sustainable products.

Integrating Fashion with Function: 5 Key Steps

1 Explore Color and Design Trends:



of purchasing decisions are influenced by color, making it crucial for brands to express identity and stir emotions.

Key Takeaway: Conduct regular market analysis and use trend forecasting tools to inform seasonal collections. Blend nature-inspired aesthetics with street-wear trends to attract fashion-conscious consumers, and stay updated on popular colors, patterns, and styles to maintain relevance.

2 Introduce Seasonal and Mid-Season Collections:

While traditional outdoor brands release products once per season, staying fresh requires **flexibility**. Introducing **mid-season drops** with limited-edition colors, new materials, or design collaborations can boost consumer interest and create a sense of urgency.

Key Takeaway: Plan core and mid-season collections that refresh your product offerings, providing customers with frequent updates that keep your brand top-of-mind.

3 Collaborate with Fashion Designers:

Partnerships with fashion designers or influencers can bring a new perspective to your products. Capsule collections can help outdoor brands step into the fashion world, combining **high-performance materials with high-fashion appeal**.

Key Takeaway: Explore collaborations with emerging or established fashion designers to create exclusive, limited-run collections highlighting your brand's creativity while preserving its core functionality.

4 Highlight Versatility:

Consumers want versatile apparel that transitions from outdoor to urban settings. Gorpcore, blending hiking aesthetics with fashion, has made technical gear like rainproof jackets and hiking boots fashion staples, overtaking the late 2010s sneaker trend. This highlights a preference for stylish, performance-driven clothing.

Key Takeaway: Focus on multi-functional designs that work both on the trail and in the city, positioning your brand as the go-to for fashionable, functional apparel.

5 Focus on Materials and Sustainability:

Eco-conscious consumers expect **sustainable, high-performance products**. With 38% prioritizing reduced environmental impact and 73% of Millennials willing to pay more for eco-friendly brands, sustainability is key to appealing to value-driven shoppers.

Key Takeaway: Highlight your products' sustainable features in marketing. Use eco-friendly materials and communicate their performance benefits and environmental impact to meet the growing demand for responsible fashion.

Building Customer Loyalty Through Style

Emotional Connection:

In today's market, fostering customer loyalty goes beyond just offering great products—it's about creating an **emotional connection**. Consumers are more likely to stay loyal to brands that resonate with their **lifestyle, values, and aspirations**. By crafting designs and

stories that align with these factors, brands can transform one-time buyers into devoted, long-term advocates. **Emotional connection** plays a critical role in this transformation, as customers feel a deeper bond with brands that reflect their personal identity.

Five distinct types of brand loyalty can help solidify this emotional connection:

- 1 Loyalty through convenience:** Offering easy access to products, whether through online shopping, local availability, or fast delivery.
- 2 Loyalty through ethics:** Aligning with consumers' ethical values, such as sustainability and social responsibility.
- 3 Loyalty through niche markets:** Catering to specialized interests or lifestyles, appealing to unique customer segments.
- 4 Loyalty through price:** Providing competitive pricing or offering exceptional value for money.
- 5 Loyalty through quality products and experiences:** Ensuring your products and overall brand experience consistently exceed customer expectations.

Key Takeaway: Create storytelling campaigns that showcase how your apparel fits into the consumer's everyday life. Develop content that emphasizes the seamless blend of fashion and function, reinforcing your brand's versatility. For example, demonstrate how a jacket performs on a trail hike and transitions into a city setting. Additionally, explore how your brand can tap into the different types of loyalty, from emphasizing sustainable practices to providing a premium customer experience.

Future-Proofing: Embracing Innovation

Digital Tools and Data Trends:

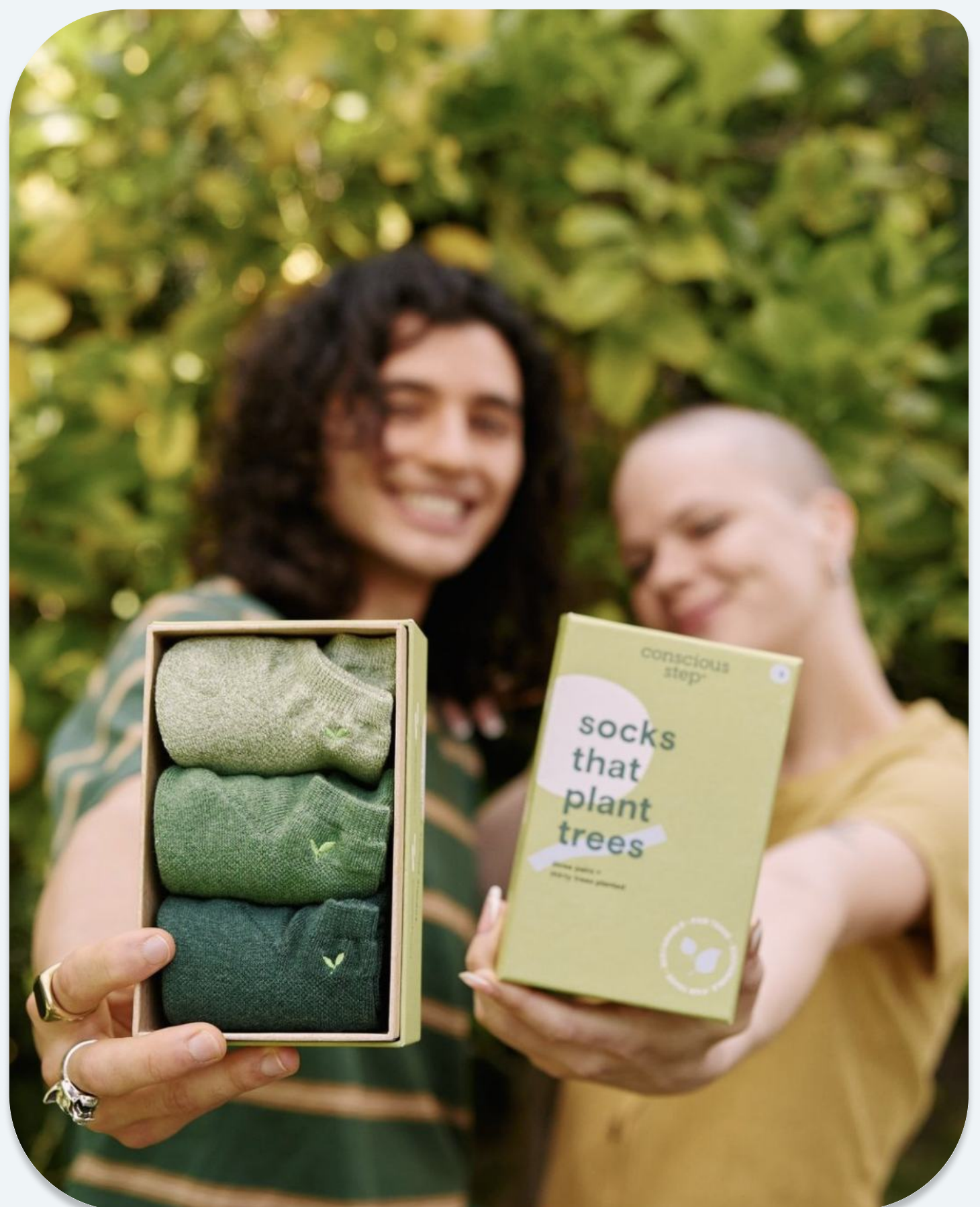
Brands can use digital tools and data analytics to predict future fashion trends and consumer preferences. By integrating platforms like ENDVR, which connects brands with front-line retail associates and provides valuable insights, you can stay ahead of the competition by offering incentives, and experiences consumers want—often before they even realize the need.

Key Takeaway: Leverage platforms like ENDVR to gather real-time insights from front-line retail associates, track buying patterns, and identify emerging trends. Use this data to inform product development and create targeted campaigns that resonate with consumers' evolving preferences, helping you stay ahead of the competition and meet customer needs proactively.

Sustainable Fashion:

As consumers become more eco-conscious, investing in **sustainable fashion initiatives** is essential. This includes creating closed-loop systems, using recycled materials, and adopting **ethical manufacturing practices**.

Key Takeaway: Expand your sustainable product lines and communicate the environmental impact of your choices. Focus on transparency and educating consumers about the benefits of eco-friendly fashion, in terms of performance and ethical responsibility.



Conclusion:

The outdoor apparel industry is evolving, and success now depends on blending **fashion with functionality**. Brands that adapt to trends like Gorpcore and **hybrid lifestyles** by offering versatile, high-performance products can position themselves as leaders. To stay competitive, brands should leverage platforms like **ENDVR** for **real-time insights** and **trend predictions**, while also focusing on **sustainability**, which is a growing consumer priority, especially for Millennials. Building **emotional connections** and **brand loyalty** through storytelling and innovation will help outdoor brands meet current demands and ensure long-term growth.

How ENDVR Can Support Your Brand's Fashion-Forward Evolution

As the outdoor apparel industry shifts towards a blend of fashion and functionality, ENDVR provides the tools your brand needs to stay ahead of these trends. ENDVR's platform lets you connect directly with **frontline retail associates**, gather **real-time feedback**, and track emerging **consumer preferences**. This valuable data allows you to tailor your **product offerings** and campaigns to meet the growing demand for versatile, stylish, and sustainable clothing.

Additionally, **ENDVR's ability to incentivize retail associates** ensures that your brand is represented effectively on the store floor, helping you reach undecided consumers looking for performance and fashion-forward designs. By leveraging **ENDVR's insights** and **network**, your brand can refine its strategy, increase **in-store sales**, and build stronger **emotional connections** with today's eco-conscious and style-driven shoppers.

Visit [endvr.io](https://www.ENDVR.io) for insights on how your brand can drive more sales and increase sell-through in retail stores.

www.ENDVR.io

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