Competitive Analysis

BY: Chloe Siegel



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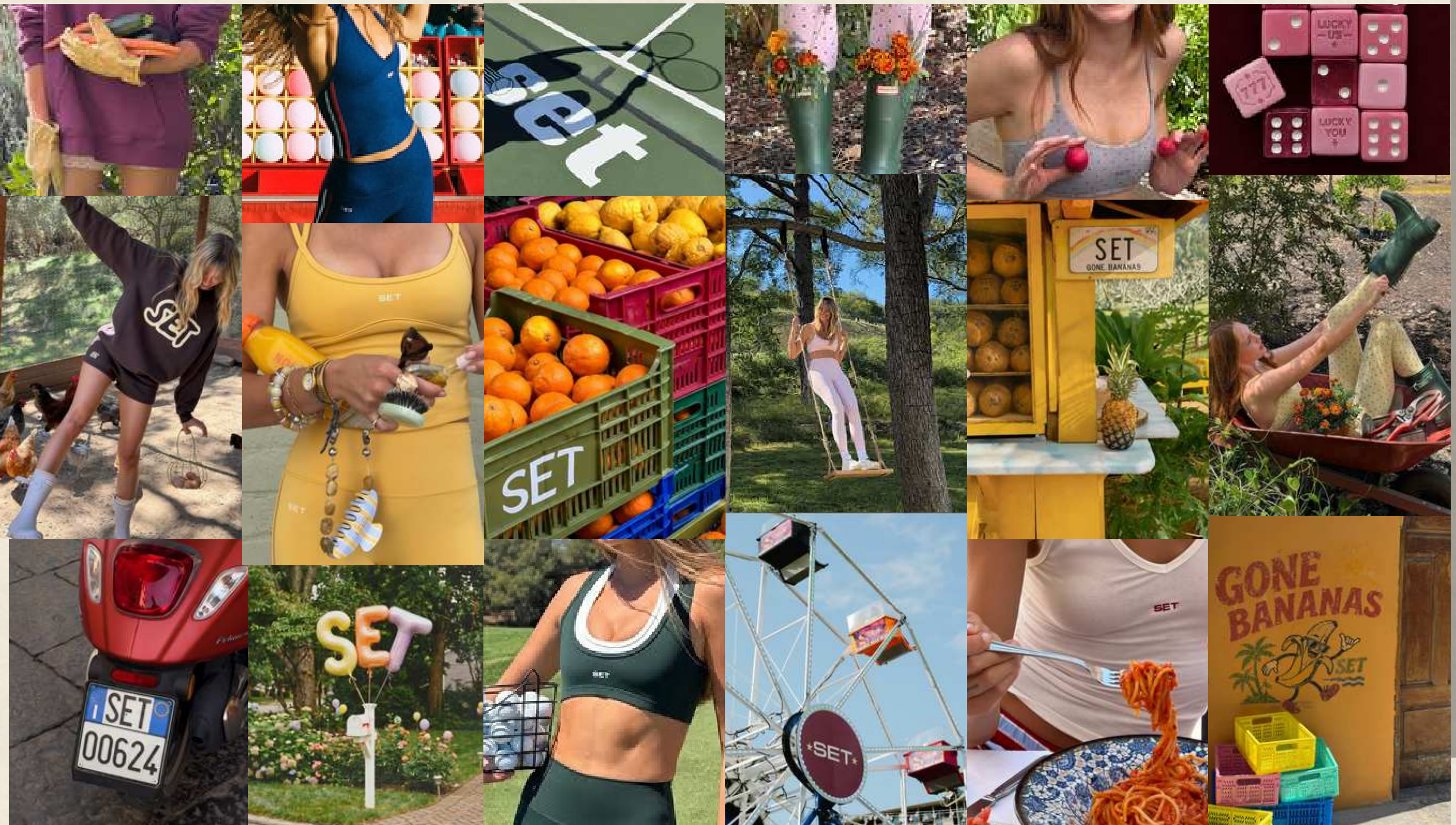
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PREPARED BY:
CHLOE SIEGEL

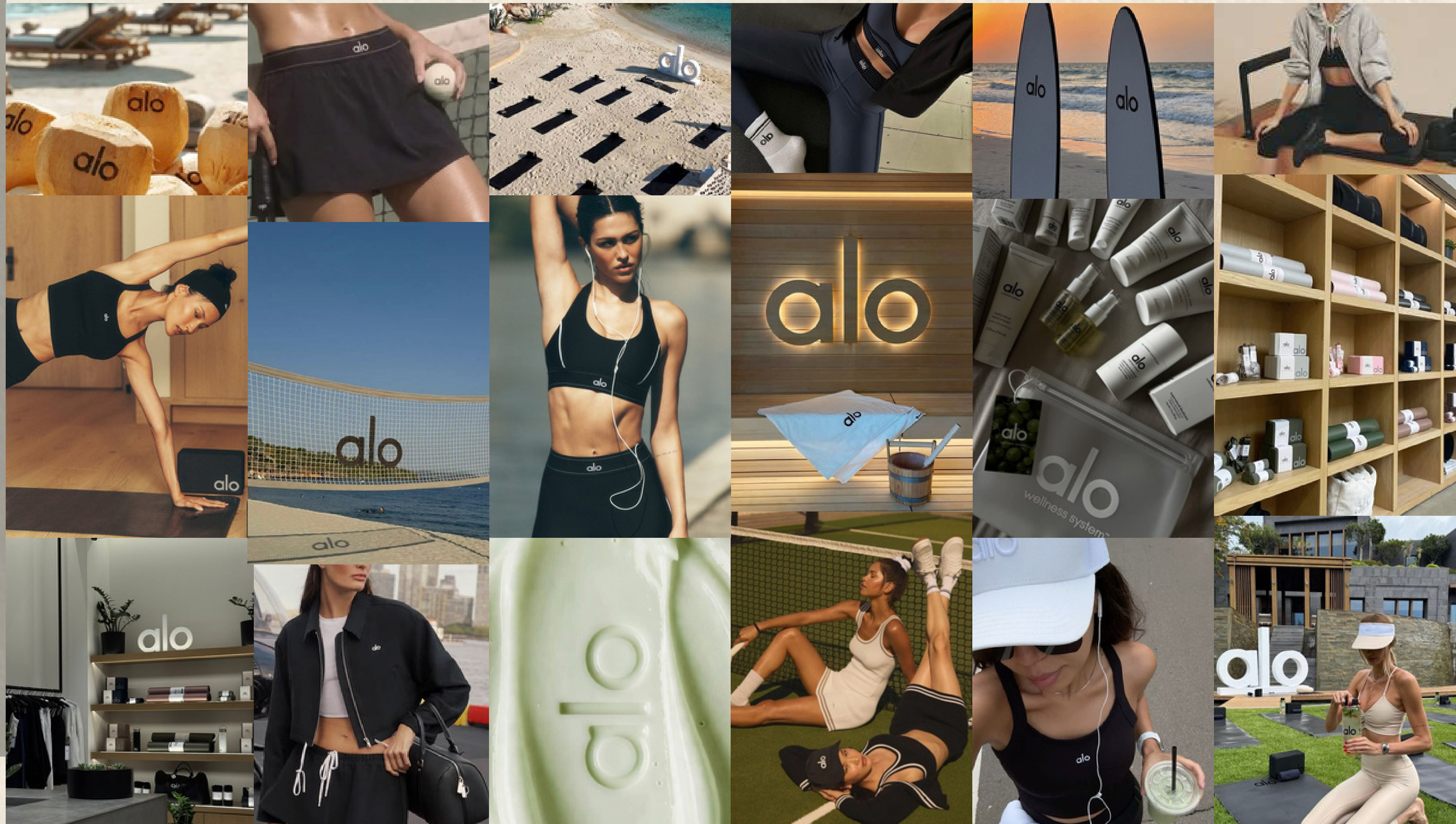
SET®

BLURS THE LINE BETWEEN FORM AND FUNCTION WITH ACTIVEWEAR DESIGNED TO FIT INTO EVERYDAY LIFE. SET POSITIONS ITSELF AS COMMUNITY FIRST AND A BRAND SECOND, WITH A FOCUS ON KEEPING THINGS REAL, SHARING BEHIND-THE-SCENES MOMENTS, AND CREATING PIECES THAT FEEL EASY, VERSATILE, AND PERSONAL.



alo

A PREMIUM ACTIVEWEAR AND LIFESTYLE BRAND THAT MIXES WELLNESS, FASHION, AND EVERYDAY LIFE. ALO STARTED WITH YOGA BUT HAS GROWN INTO SOMETHING MUCH BIGGER, WITH CLOTHING, ACCESSORIES, STORES, WORKOUT STUDIOS, AND CONTENT THAT ALL REFLECT THE SAME POLISHED, ASPIRATIONAL LIFESTYLE.



BRAND ARCHETYPE

The Ruler.

POLISHED · ASPIRATIONAL · CONFIDENT

THE BRAND CREATES A HIGHLY CURATED AND ELEVATED VERSION OF WELLNESS. EVERYTHING FROM ITS CLOTHING AND STORES TO ITS WORKOUT STUDIOS AND CAMPAIGNS FEELS POLISHED, EXCLUSIVE, AND INTENTIONAL.

ALO IS NOT JUST SELLING ACTIVEWEAR, BUT A FULL LIFESTYLE THAT MAKES CUSTOMERS FEEL LIKE THEY ARE BUYING INTO SOMETHING DESIRABLE AND ASPIRATIONAL.









BRAND ARCHETYPE

The Everyman.

SET®

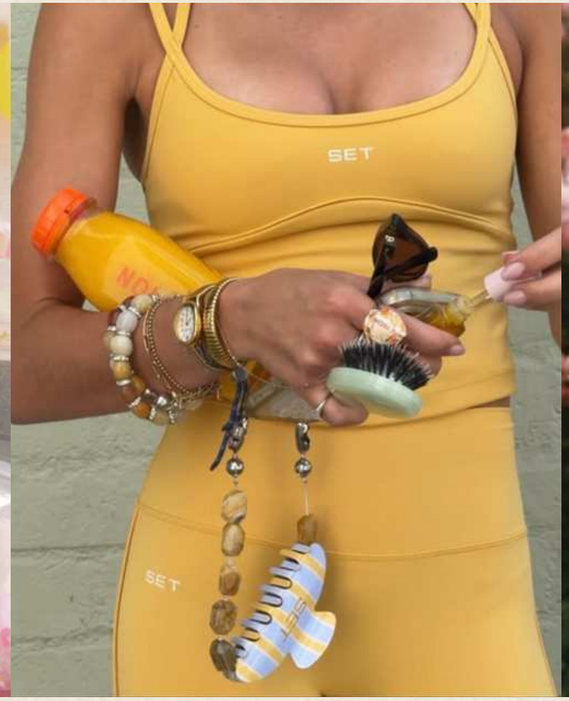
RELATABLE · AUTHENTIC · COMMUNITY-FOCUSED

SET CREATES AN APPROACHABLE AND REAL VERSION OF ACTIVEWEAR. EVERYTHING FROM ITS CASUAL MESSAGING AND BEHIND-THE-SCENES CONTENT TO ITS EVERYDAY STYLING FEELS PERSONAL, FLEXIBLE, AND EASY TO CONNECT WITH.

THE BRAND IS NOT JUST SELLING ACTIVEWEAR, BUT A BRAND EXPERIENCE THAT MAKES CUSTOMERS FEEL LIKE THEY ARE PART OF THE COMMUNITY RATHER THAN JUST BUYING FROM IT.









BRAND IDEA

Elevating everyday life through movement, wellness, and style.

alo

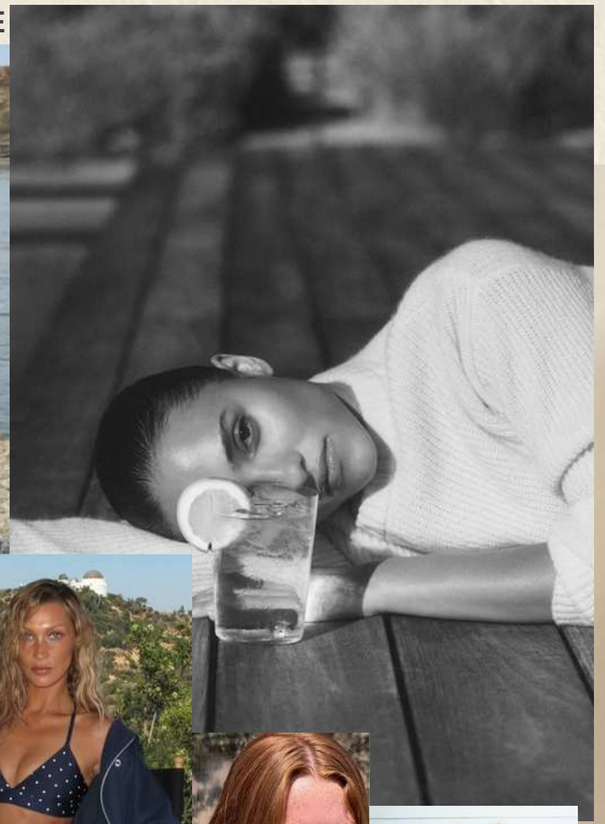
WELLNESS · LUXURY · LIFESTYLE

HOMEGROWN
DROPS
CAMPAIGN

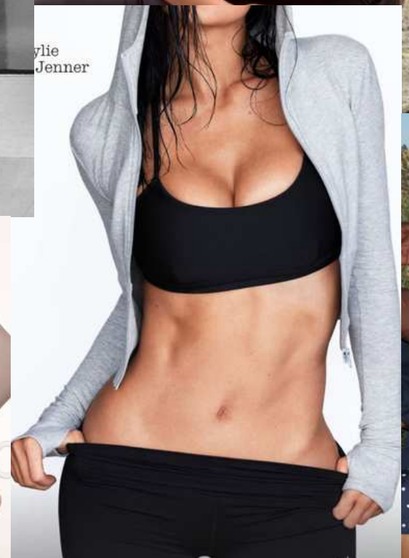






















BRAND IDEA

Making activewear feel effortless, personal, and made for real life.

SET®

COMMUNITY · VERSATILITY · REAL LIFE

HOMEGROWN
DROPS
CAMPAIGN







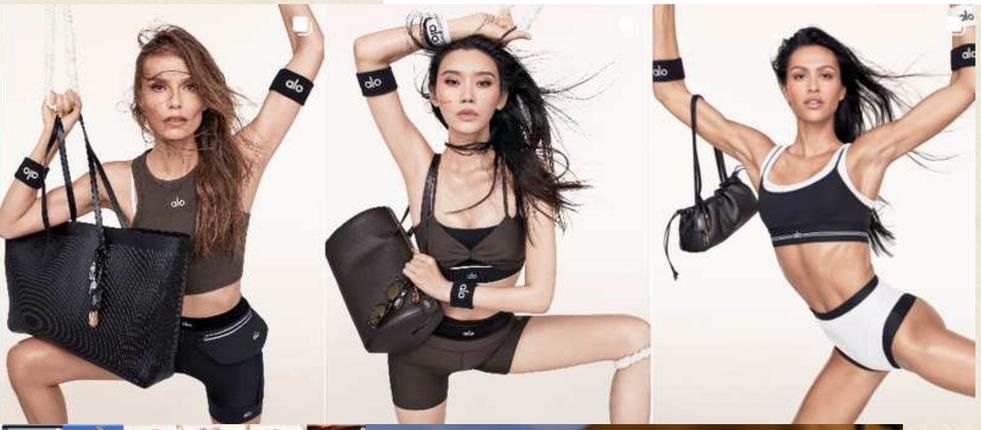







VISUAL AUDIT

alo WOMEN MEN SHOES ATELIER[NEW] SIGN IN TO GET REWARDS



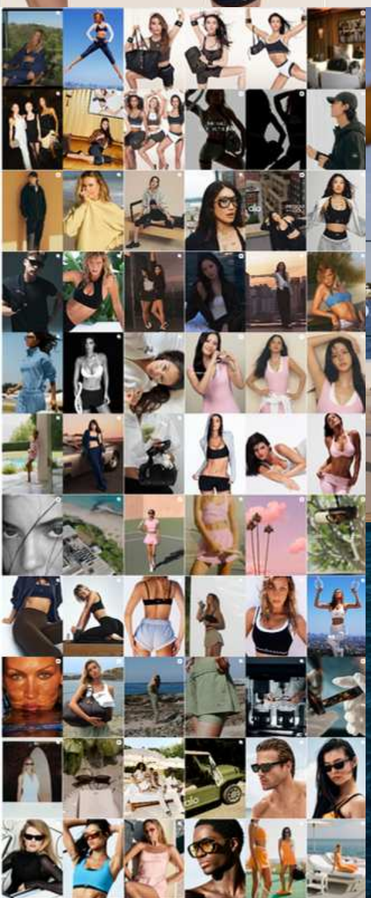
COSMIC CHROMA- HELPED EVOLVE ALO'S LOGO AND VISUAL IDENTITY.

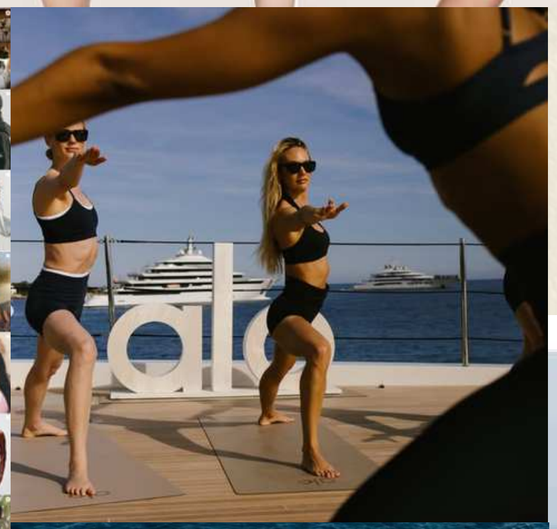
alo alo

alo

CUSTOM LOGO TYPEFACE

Custom, rounded lettering gives Alo a clean, modern, and elevated look. The font is not available to the public.









WARM BUTTER
A creamy, buttery yellow you'll want to melt into.
Shop Warm Butter



ESPRESSO
A deeply saturated shade with all-year appeal.
Shop Espresso



CALIFORNIA BLUE
A fresh hue inspired by the West Coast
Shop California Blue



PINK MARSHMALLOW
A cloud-soft pink that'll give you a sugar rush.
Shop Pink Marshmallow



NAVY
This moder
bluer, and g
Shop Navy

VISUAL AUDIT

New Shop All Activewear Sweats Sale

SET





WØRKS + FLAGSHIP- DEVELOPED SET'S REFRESHED VISUAL IDENTITY AND CUSTOM WORDMARK.

SET®

CUSTOM LOGO TYPEFACE

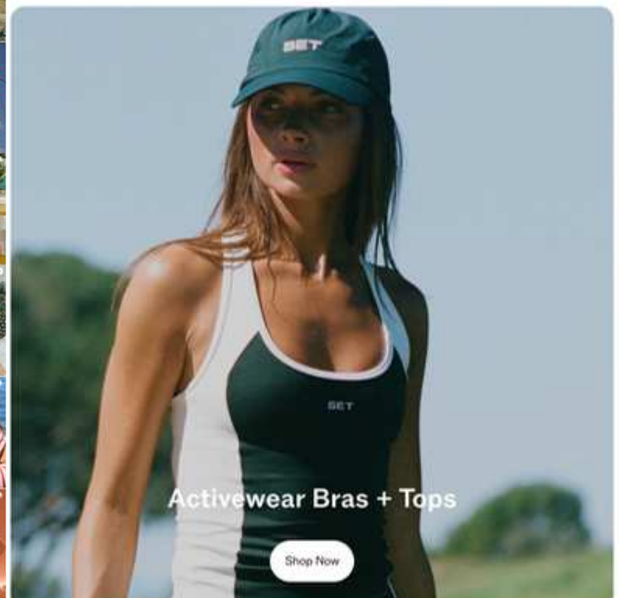
Custom, Clean, minimal typography keeps SET feeling modern, casual, and easy to read.

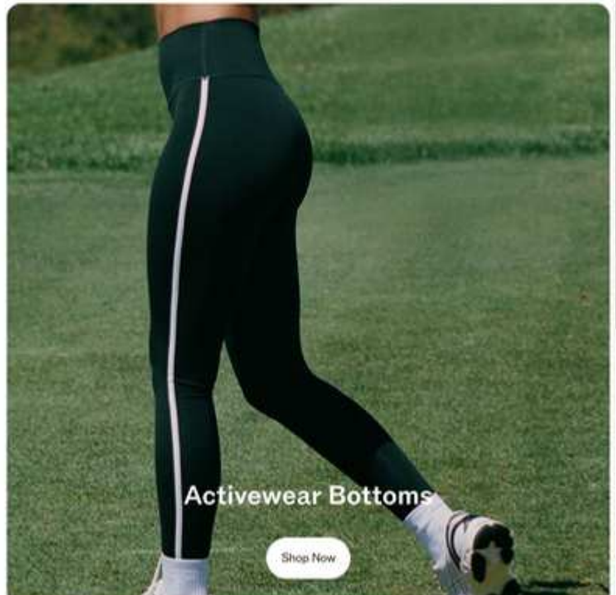




Bras & Bralettes | Bottoms | Activewear | Sweats





















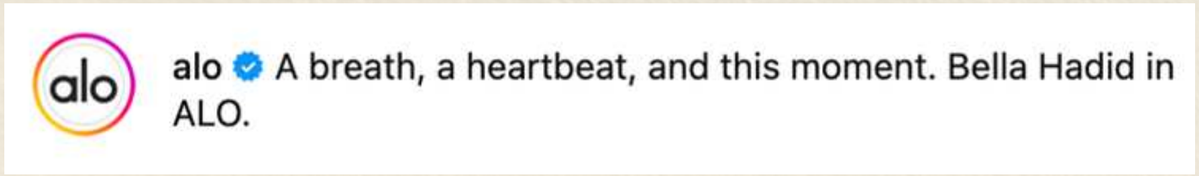


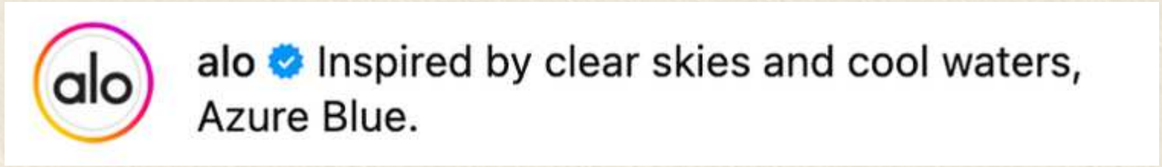
TONE AND MESSAGING

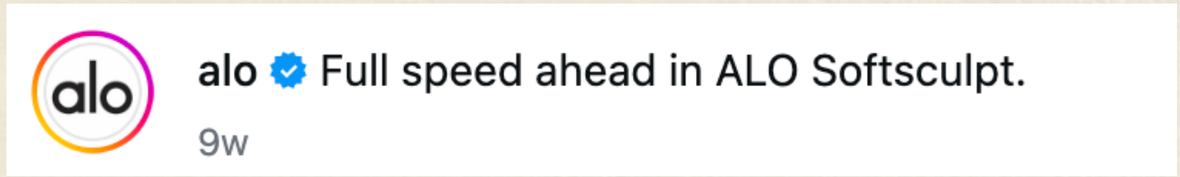
Polished, Aspirational, and Mindful

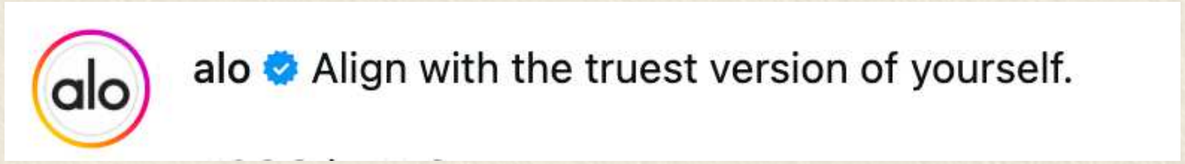
ALO'S MESSAGING BLENDS WELLNESS WITH FASHION AND SELF-IMPROVEMENT. ITS COPY OFTEN TALKS ABOUT MOVEMENT, CONFIDENCE, MINDFULNESS, AND AN ELEVATED LIFESTYLE. PHRASES LIKE "MINDFUL MOVEMENT," "STUDIO TO STREET," AND "EFFORTLESS. ELEVATED." SHOW HOW THE BRAND MAKES WELLNESS FEEL STYLISH AND ASPIRATIONAL.

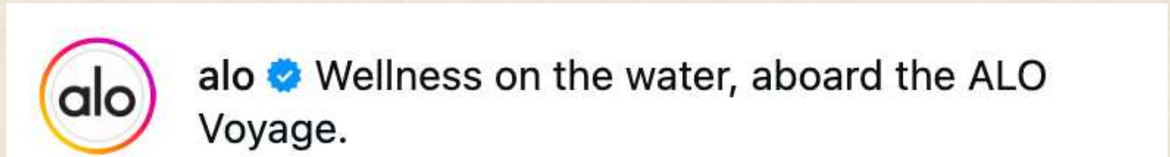
THIS SUPPORTS ALO'S RULER ARCHETYPE BECAUSE THE VOICE FEELS CONFIDENT, POLISHED, AND CAREFULLY CURATED. THE BRAND PRESENTS ITSELF AS A LEADER IN BOTH WELLNESS AND FASHION.

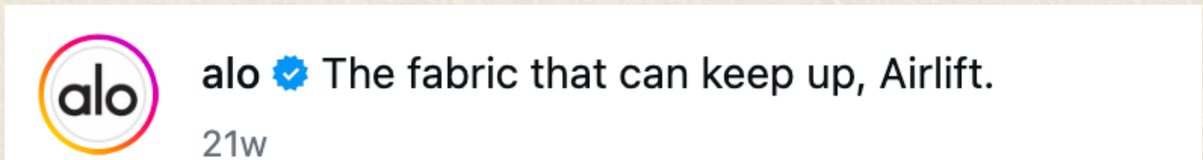










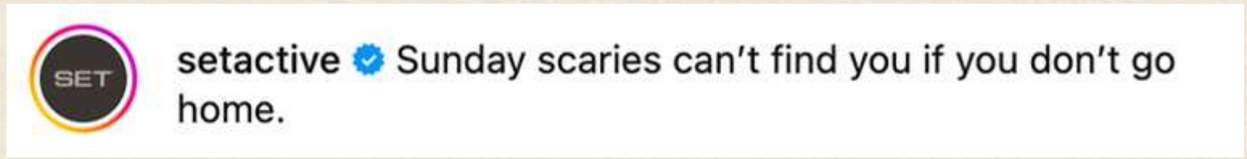


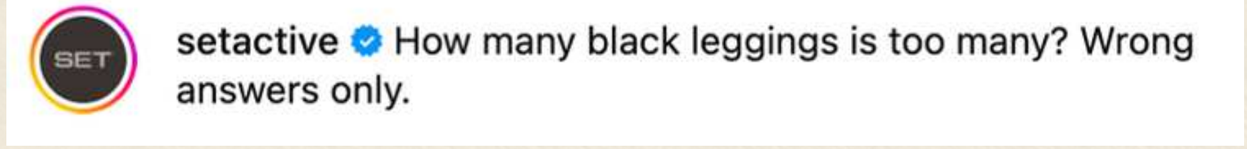
SET®

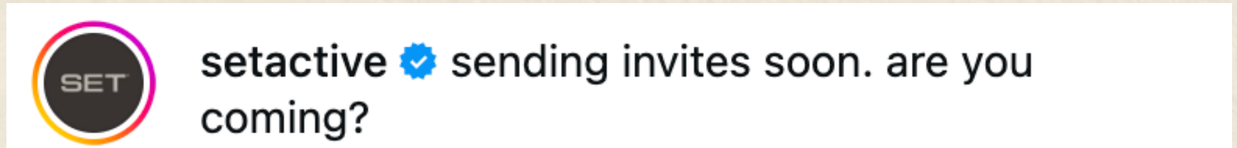
Casual, Honest, and Relatable

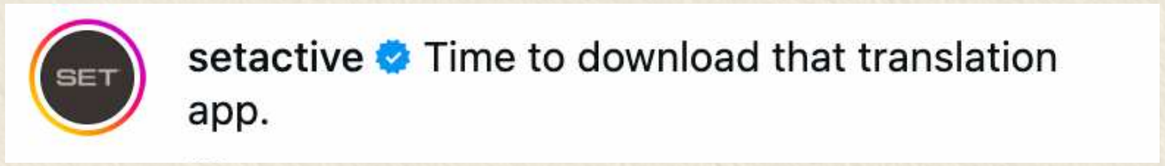
SET'S TONE IS MUCH MORE CONVERSATIONAL AND DIRECT. ITS WEBSITE USES PHRASES LIKE "HEY! WE'RE SET," "ACTIVELY CHILLING ON THE COUCH," "COMMUNITY FIRST AND A BRAND SECOND," AND "KEEPING IT REAL." THE LANGUAGE FEELS LIKE THE BRAND IS TALKING DIRECTLY TO ITS CUSTOMERS RATHER THAN SPEAKING LIKE A TRADITIONAL COMPANY.

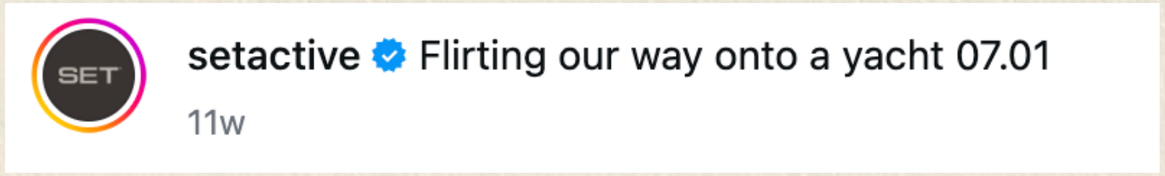
THIS FITS SET'S EVERYMAN ARCHETYPE BECAUSE THE MESSAGING IS APPROACHABLE, TRANSPARENT, AND CENTERED AROUND MAKING THE CUSTOMER FEEL INCLUDED.

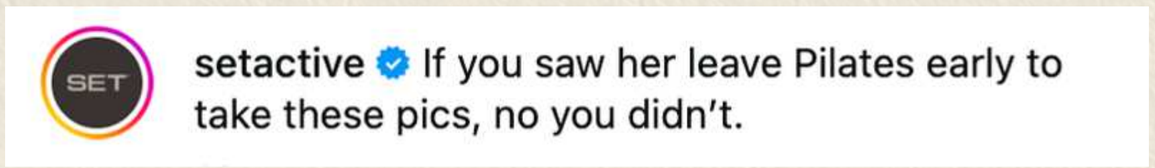












SWOT Analysis

alo

S

STRENGTHS

Strong brand recognition

Distinct luxury-wellness identity

Strong celebrity and social presence

Wide lifestyle product range

W

WEAKNESSES

High price point

Can feel less relatable

Highly trend-dependent

Brand focus is becoming broader

O

OPPORTUNITIES

More global expansion

Grow wellness and beauty categories

More community-based experiences

More relatable customer content

T

THREATS

Crowded activewear market

Copycat wellness aesthetics

Fast-changing fashion trends

Competition from smaller brands

SET®

SWOT Analysis

S

STRENGTHS

- Strong community connection
- Distinct matching-set identity
- Relatable brand personality
- Flexible, everyday positioning

W

WEAKNESSES

- Lower brand awareness
- Smaller retail presence
- Less product variety than larger competitors
- Relies heavily on seasonal drops

O

OPPORTUNITIES

- Expand physical retail
- Grow brand collaborations
- Reach new customer groups
- Build more lifestyle categories

T

THREATS

- Crowded activewear market
- Larger brands copying similar styles
- Fast-changing trends
- Strong competition on social media

TAKEAWAYS

What We Learned

ALO can learn from SET...

- BE MORE PERSONAL AND LESS POLISHED AT TIMES
- SHOW MORE BEHIND-THE-SCENES AND EVERYDAY CONTENT
- BUILD A STRONGER SENSE OF COMMUNITY INTO THE BRAND

SET can learn from ALO...

- CREATE A MORE CONSISTENT LIFESTYLE WORLD AROUND THE PRODUCT
- USE STRONGER ART DIRECTION ACROSS CAMPAIGNS AND RETAIL
- EXPAND BEYOND ACTIVEWEAR WITHOUT LOSING THE CORE IDENTITY

KEY TAKEAWAY:

ALO FEELS ASPIRATIONAL. SET FEELS RELATABLE. THE STRONGEST OPPORTUNITY FOR BOTH IS FINDING A BALANCE BETWEEN THE TWO.

SOCIAL GRAPHIC

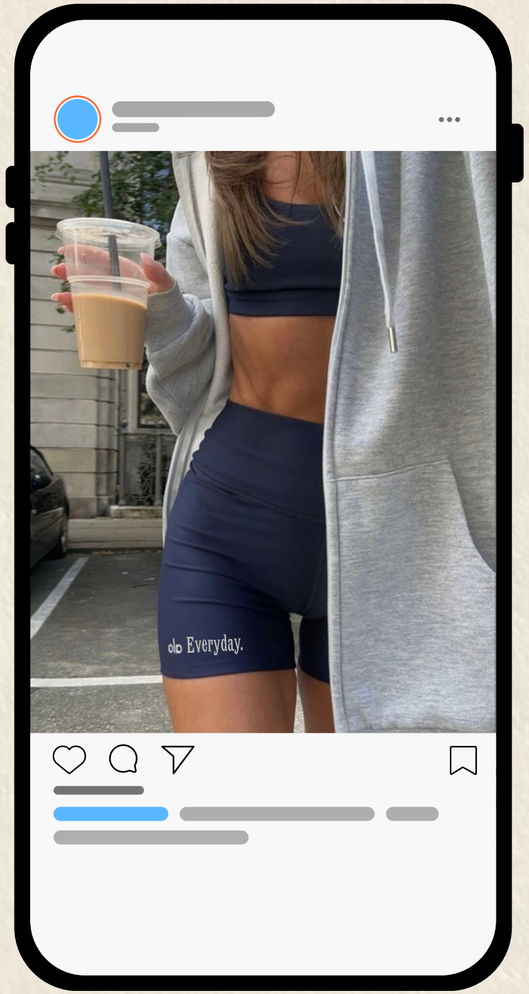
Social Graphic

alo

EVERYDAY.



alo



MOVEMENT CAN BE A WORKOUT, A WALK, A STRETCH, OR JUST GETTING THROUGH A BUSY DAY. ALO, WHEREVER LIFE TAKES YOU.

SOCIAL GRAPHIC

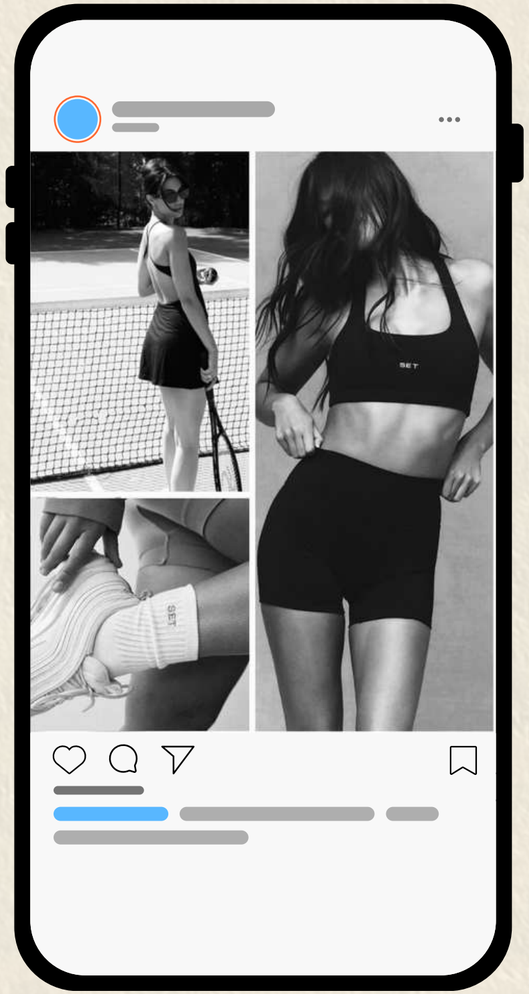
Social Graphic

SET®

FOR
WHAT'S
NEXT.



SET®



WHATEVER'S NEXT, YOU'RE SET. FROM WORKOUTS TO EVERYDAY PLANS, THE SAME SET MOVES WITH YOU THROUGH IT ALL.

alo



Thank you

BY CHLOE SIEGEL



SET®