ACTIVERITE: An Activewear Marketing Effort

2015 Macy's Student Marketing Case
“Marketing is a contest for people’s attention.”

-SETH GODIN
ACTIVE LITE: The Fashion-Fitness Magazine
FASHION meets FITNESS
IN THE Moment

WHAT SHOULD I WEAR WHEN PRACTICING YOGA?

The fabric, fit, and how well the garment holds your body are all important factors, says Chanel. Yoga wear is different to training or running gear as it's more about flexibility and how the fabric and garment move with you.

FUN FACT:

Chanel says she loves to challenge herself and learning to teach yoga seemed like a natural progression. She is now looking at completing 100hrs so she has her 500hrs certification.
GREEN SMOOTHIE Goddess

Serves 2

- 2 spinach leaves, washed and torn
- 1/2 cucumber, washed and roughly chopped
- 1 mango, flesh
- 1 frozen banana
- 1/4 cup fresh mint leaves
- 1 cup coconut water
- 1 cup ice-cubes

Place all ingredients into a high-powered blender. Process for a minute or so until well combined. Enjoy immediately!
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THANK YOU!