

Alo Yoga x Australia: An Active Expansion

Sophia Weis, Lucas Baum, Ava Barba, Lauren McCall

University of San Diego

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Dr. Maria Kniazeva

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Executive Summary

Integrating Alo Yoga clothing into the health conscious and fitness forward lifestyle of Australia will target the “wellness enthusiast” women aged 20-35 in Melbourne (Olivier et al., 2024). Alo stands out with its positioning as a high end, high performance fitness brand with pieces that can easily transition from studio to street. While first emerging into the Australian athletic wear market, Alo will focus on its primary line of women’s fitness apparel. Utilizing Alo’s premium pricing strategy, Alo will maintain their quality and luxury athletic wear that originally started in Los Angeles, Ca. The flagship location of Alo Australia will be located in Melbourne because of the lively and active lifestyle present in the area. Alo Australia will focus on social media advertising and working with Melbourne local fitness studios to enhance brand recognition. To support the decisions and development of this marketing plan, both primary and secondary research was conducted through interviews with Australian natives and online data bases.

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Target Persona

- **Gender, name, age:** Female, Charlotte Anderson, 22
- **Education / institution:** Graduated from the University of Melbourne last year with a Kinesiology degree
- **Career:** Pilates instructor at a local studio, but hoping to open her own studio one day
- **Marital status:** Long term boyfriend, looking to be married in the next couple years.
- **Where they live (city, neighborhood):** Lives in Melbourne in Williamstown
- **Do they have any pets:** 4 year old Golden Retriever named Piper
- **The way they dress (brands):** Peppermayo, Cotton On, ASOS, Glassons, Princess Polly, Reformation, Leelo Active
- **Where do they shop for food (brands):** Paradise Health & Nutrition, Aldi, Woolworths, Seedling Cafe
- **Favorite drinks (brands):** Poppi prebiotic soda, Lakewood juices, Remedy Drinks (Australian kombucha), San Pellegrino, G Coconut Water
- **Water they drink (brands):** Mount Franklin sparkling water, filtered water from home in a reusable owala water bottle
- **Favorite apps:** Instagram & Pinterest
- **Book they're reading:** Atomic Habits by James Clear, The Seven Husbands of Evelyn Hugo by Taylor Jenkins Reid, Beach Read by Emily Henry
- **Fitness routine (what, when, brands):** Pilates 5 days a week, teaching and for her own enjoyment. Long walks on rest days with Piper and boyfriend
- **Country they dream to travel to:** Turks & Caicos, Singapore, South of France, Amalfi Coast, Santorini, Barcelona

- **People they admire:** Australian fitness influencers - Rachel Dillon
- **Shows they watch:** Guilty pleasure is Australian reality tv, love island, below deck down under, bondi rescue
- **Favorite musician/band/album/artist:** Kylie Minogue, Gracie Abrams, Lana Del Rey, Kali Uches, Daniel Caesar
- **The meaning of the living space for them:** Oasis, home is somewhere they can be calm and relax. Like to have things clean and organized.
- **Design of their room:** Only room essentials, bed, nightstand, dresser – she only spends time in her room when it is time to sleep to avoid disrupting her cycle.

CHARLOTTE ANDERSON



22 years old



Williamstown, Melbourne Australia



Kinesology Degree, University of Melbourne

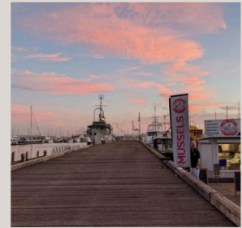


Lives with long-term boyfriend of 4 years



ABOUT ME

- Pilates instructor & opening my own studio with my boyfriend in the near future
- We enjoy taking our 4 year old golden retriever, Piper, on long walks along Gem Pier



FAVORITES

- Clothing brands: CSB, ASOS, and Cotton On
- Groceries: Aldi's
- Restaurant: Elephant Cafe
- Drinks: G Coconut Water, reusable Owala water bottle



INSPIRATION

- Reading Atomic Habits by James Clear
- Listening to Kylie Minogue
- Watching Bondi Rescue
- Love Instagram, Pinterest, & Rachel Dillon
- Dream travel destination is the Amalfi Coast
- Love a clean modern space to enjoy and relax in



Current Marketing Environment

Alo Yoga, commonly referred to as Alo, will have a target market in Australia that will mirror the U.S. demographic of females ranging from 20-35 years of age. These women are health-conscious, fitness-focused, and higher income urban dwellers in cities like Sydney, Melbourne, and Brisbane. Australian consumers are style-forward and value fashion as much as function in their activewear pieces. The Australian fitness and wellness industry is growing steadily, with 39% of the consumer population in Australia being wellness enthusiasts (Olivier et al., 2024). Launching Alo into Australia will be a seamless integration with the culture and lifestyle present.

Australian culture emphasizes a strong adoption of yoga, pilates, and gym-based lifestyles. Athleisure is a staple in daily wear for Australians, whether in the gym or walking around the metropolitan area. Mila Wawszkowicz highlights Australians' strong appreciation for a balanced lifestyle, describing her own daily routine of working a 9-to-5 job and fitting in workouts both before and after (Interview #3). The emphasis on wellness aligns perfectly with Alo Yoga's dual image as both active and street wear. Moreover, Australian consumers increasingly favor brands that are sustainable and ethical. In fact, 72% of the 39% who identify as wellness enthusiasts actively seek to make a positive environmental impact through their daily choices (Olivier et al., 2024). Alo's commitment to eco-friendly practices allows the brand to build trust and loyalty among wellness enthusiasts.

Australia has a stable, high-income economy with relatively strong consumer purchasing power, especially in major cities. Despite global economic fluctuations, premium lifestyle brands continue to perform well among affluent consumers. However, price sensitivity can still be a factor for middle-income segments. Alo's pricing strategy should reflect both exclusivity and

perceived value. In an interview, Lilly Amor captured this sentiment well, stating, “Price first, then quality, and colors last. I don’t care much about the origin of the product” (Interview #2). Her perspective reflects a broader consumer mindset that prioritizes affordability and value over brand ethics alone. While Alo is known for its emphasis on sustainability and fair labor practices, the brand must also consider these economic realities when positioning itself in the Australian market. By aligning its pricing and messaging with both the values and practical priorities of Australian consumers, Alo has the potential to build a loyal customer base across different income levels.

Australia has a favorable business environment for international brands, supported by free trade agreements with the U.S. and relatively low barriers to foreign investment. These conditions have made it easier for U.S.-based companies like Alo to enter the Australian market competitively. However, Alo will still navigate certain Australian regulatory requirements, including import duties, labeling standards, and strict consumer protection laws.

In addition, global trade tensions, particularly those involving the U.S. and China, can have indirect effects on the Australian market. As noted in *Overseas Obstacles*, “the US still has 145% tariffs on China, which would have a flow-on impact in Australia” (Bharadwaj & Armstrong, 2025). Alo will likely see higher costs on goods and materials sourced from or routed through China, including supply chain costs. Even if Alo uses ethical and sustainable practices, any reliance on materials or manufacturing capacity tied to China could expose increased costs and delays.

With growing concerns about sustainability and ethical production, Australia is tightening regulation around environmental claims. Regulatory bodies are placing more pressure on brands to substantiate their marketing messages. Alo needs to ensure that any sustainability claims, like

the use of eco-friendly fabrics or fair labor practices, are transparent and well-documented to avoid reputational damage or legal risk. In this complex environment, success will depend on Alo's ability to balance ethical branding with operational adaptability in a shifting global climate.

The athleisure market in Australia is highly competitive, but Alo's premium niche brand can develop a loyal customer base. Among the key competitors, Lululemon stands out as the market leader, with a strong retail presence and a customer demographic that closely aligns with Alo's target market. Lululemon is popular for yoga, running, and training clothes, and has successfully positioned itself as both a performance and lifestyle brand. Nike and Adidas also place competition in the market and are backed by strong global brand awareness. However, Nike and Adidas product lines tend to focus more heavily on traditional sportswear, making them less competitive in the yoga and wellness space.

Within the specific Australian market, Lorna Jane is one of Australia's most established activewear labels. Lorna Jane targets women who prioritize fitness, fashion, and functionality and is deeply embedded in the local market and commands strong brand loyalty. Another notable competitor is P.E Nation, a contemporary Australian brand known for its edgy, fashion-forward aesthetic. Blending streetwear and activewear, P.E Nation appeals to consumers who seek bold, statement-making designs with performance features.

These activewear competitors are recognized among the top luxury activewear brands (Barraclough & Rossiter, 2025). While each brand offers unique value, Alo Yoga has the opportunity to stand out by blending elevated, fashion-forward design with a strong commitment to sustainability and holistic wellness, an increasingly important focus for modern consumers in Australia.

SWOT Analysis

Alo has several key strengths, giving the brand an edge as it looks to expand into the Australian market. Alo is well-established in the United States with a strong community of loyal customers who trust the products and lifestyle Alo promotes. Alo's marketing strategy stands out through the use of social media, influencer partnerships, and celebrity endorsements. Connecting well known names to the brand image has helped Alo grow into a recognizable and aspirational brand. Alo's high quality leggings, sports bras, and cropped tanks, are known not just for comfort and high performance, but also for versatility. The pieces are designed to move seamlessly from workouts to everyday life, truly appealing to customers who want both function and fashion. Alo also emphasizes sustainable production and eco-conscious practices, which resonates strongly with values of Australian consumers. Finally, Alo's focus on mental and physical wellness and yoga culture fits well with global trends. Alo is more than just an activewear brand, Alo represents a growingly popular lifestyle in health-conscious countries like Australia.

Alo will still have internal challenges to navigate when entering into the Australian market. Alo is popular in the U.S., but brand awareness is limited in other parts of the world. Entering into Australia, Alo needs to invest in building recognition and trust from the ground up. Alo's premium pricing strategy may limit the range of Australian consumers to those who are able to purchase at this price point. Additionally, Alo's heavy reliance on influencer and celebrity marketing has worked well in the U.S., but will need to seamlessly transition into Australian culture. With limited retail locations outside of North America, building visibility and a sense of community in Australia could be more difficult. Without a strong local presence and connection, Alo risks being perceived as just another trendy U.S. import rather than a brand that also represents Australian values and lifestyles.

External opportunities within Australia consist of the active lifestyle culture, with people regularly participating in yoga, pilates, surfing and outdoor fitness. Physical and mental wellness is a growing trend in large Australian cities, creating space for various fitness and activewear brands to expand into the market. Consumer spending power is expected to increase within the coming years: “In 2025 it is expected to grow by 3.6% as consumer spending power improves with a forecast compound annual growth rate of 2.5% from 2023 to 2028” (Husband, 2025). This growth signals a robust demand for premium activewear within the global market. Creating credibility and trust within the community is essential to integrating into a global space, utilizing partnerships with Australian fitness studios, wellness spas, and health restaurants will allow new brands to create this connection. Capitalizing on unique product offerings that emphasize premium functional and fashionable activewear will create opportunities for brands to expand in the Australian market.

Threats within the Australian market consist of strong competitors with brand loyalty and price variation to meet the needs of larger groups of consumers. Australia’s fitness forward culture has cultivated an environment for active wear brands to establish themselves within the market. Brands such as Lululemon, CSB, Lorna Jane, Nike, and Adidas are commonly seen as go to brands for fitness focused consumers (Interviews #3&4). These brands have loyal followings and strong retail presence within Australia, potentially adding difficulty for new brands to stand out. As an indicator of the competitive landscape, “Athleisure’s ongoing popularity means established brands such as Lululemon are continuing to outperform within the global womenswear market” (Husband, 2025). Australian shoppers also tend to be price sensitive, with local brands offering quality pieces at lower prices. A premium pricing strategy could create a barrier in the competitive market. Economic changes, like shifts in consumer

spending habits, may affect how willing consumers are to splurge on high end activewear.

Understanding on a global level what works in the U.S. or other countries may not transfer to the Australian market, including current fashion and style trends.

Short Term & Long Term Objectives

In the first year, Alo will establish brand presence in Australia by opening a flagship store in Melbourne. Within this year, Alo Australia will aim to achieve \$1.5 million in sales through a combination of in-store and online retail channels. In the second year, Alo will expand to locations throughout Melbourne, increasing local brand awareness by 40% through targeted digital campaigns, and grow annual sales to \$3 million. Within five years, we will operate five plus retail locations in major Australian cities such as Sydney, Perth, Brisbane, and the flagship in Melbourne. Alo Australia will aim to achieve 10% market share in the premium activewear segment, and generate \$10 million in annual revenue while maintaining a loyal customer base with a 60% retention rate.

Marketing Strategy

Alo will adopt a premium positioning strategy, highlighting their high performance activewear that doubles as fashionable streetwear. Emphasis on Alo's commitment to sustainability, using eco-friendly materials and ethical production processes will cater to the growing consumer demand for responsible, eco-conscious production in fashion. Alo's "studio-to-street" concept aligns with consumers in Melbourne who are looking for performance, versatility, and style in their clothing while also supporting environmental responsibility and wellness. Direct interviews with Australian consumers, Mila Wawszkiewicz and Lilly Amor, further support this alignment, indicating a strong preference for products that combine comfort, performance, and style with eco-conscious production.

Alo's Australian product strategy will be tailored to the culturally relevant needs of the Melbourne market, addressing both the lifestyle preferences and functional requirements of the target consumers. Melbourne's fitness-focused culture and love for activewear as both performance and streetwear make it an ideal location for Alo's "studio-to-street" strategy. Alo creates versatile products that seamlessly transition from a workout to casual wear, perfectly suited for the urban, health-conscious women in Melbourne who value style, comfort, and sustainability (Olivier et al., 2024).

Australians, particularly in Melbourne, have shown a strong preference for less intense exercises like walking or hiking (23%) and yoga (17%) as key forms of physical activity (Euromonitor International, 2024). Making Australia the perfect environment to utilize sensory branding through the soft and high quality feel of Alo's pieces. The growing interest in yoga and mindfulness further supports Alo's appeal, as yoga is not only a physical practice but also a means of stress relief, with 47% of Australians practicing yoga for its mental health benefits (Euromonitor International, 2024). Alo appeals to consumers through high performance and high quality materials, perfect for yoga and day-to-day wear.

Alo will leverage its U.S. country-of-origin (COO) effect to position itself as a premium brand. Australian consumers, especially those in Melbourne, exhibit a preference for U.S.-based fitness and wellness brands. U.S. brands are perceived as trendsetters in quality and innovation, particularly in the activewear sector (Olivier et al., 2024). An interview with local consumer Lilly Amor, further supports this positioning, highlighting the appeal of Alo's high-quality and innovative products (Interview #2). This insight suggests that Alo's U.S. origins will resonate well with Melbourne and Australia's fitness conscious and fashion forward market.

Australian consumers, particularly in Melbourne, prioritize sustainability and product quality in activewear. With a strong focus on eco-conscious purchasing, Australians favor brands using eco-friendly materials and ethical manufacturing (Euromonitor International, 2024). Alo aligns with this demand by emphasizing sustainability in their product processes. Additionally, comfort and quality are key drivers, with 30% of consumers prioritizing comfort and 25% valuing high quality (Euromonitor International, 2024). By combining sustainable practices with high-performance, comfortable products, Alo effectively meets Melbourne's unique market needs, reinforcing its premium, eco-conscious brand image.

Alo's marketing communication strategy for expanding into Australia, specifically Melbourne, will focus on providing information, persuasion, and reminders to consumers. Advertising efforts will aim to inform the target market on Alo's entry into Australia, with a clear emphasis on the commitment to sustainability, high performance, and stylish design. Additionally, Alo will use persuasive messaging to communicate the superior quality and versatility of its activewear. Once Alo establishes its presence, the focus will shift towards reminding consumers about the premium status and ability to transition seamlessly from studio to street. Alo will use these communication objectives to build strong connections with Melbourne's fitness conscious and fashion forward demographic.

Alo's advertising campaign in Melbourne will be direct in emphasizing cultural relevance, aligning with the city's active lifestyle and wellness culture. As 73% of Australians engage in regular exercise, often preferring activities like walking or hiking (Euromonitor International, 2024), the campaign will highlight Alo's comfortable, versatile activewear. Messaging will focus on high-performance, sustainable, and stylish products that transition

seamlessly from workouts to casual outings. Influencers and consumer testimonials will build trust and authenticity, reflecting Melbourne's appreciation for activewear as a wardrobe staple.

Alo's advertising in Australia and initial launch in Melbourne will include both printed and digital media content. Both forms will continue to follow the very clean, minimalistic, and photo based style of Alo's established media platforms for the North American market. The printed ad is in the form of a dual magazine and catalog. The cover features models wearing Alo clothing and using fitness equipment, set against iconic Australian landmarks such as the Melbourne city skyline. This will provide a local connection, aligning with Melbourne's outdoor lifestyle. The tagline "Trainers and jumpers ready for your arvo gym session" uses Australian vernacular, enhancing the cultural relevance of the printed media. The inclusion of Alo's Australian website address will also enhance consumer awareness.

On social media, Alo will leverage Instagram and TikTok to showcase various aspects of the brand's lifestyle. The first Instagram post highlights the launch of Alo Runner x Australia, an Australian extension of Alo's run club. This post will encourage community building and excitement with the run club meeting at the Melbourne Alo location. The second post will emphasize the dual use of Alo's apparel, featuring yoga poses, coffee moments, and lifestyle settings, reinforcing the "studio-to-street" concept. The third post will highlight the arrival of Alo in Australia, featuring an exclusive image of a model in a handstand with the caption "Alo Yoga has officially landed". The fourth post will emphasize the calming and outdoor aspects of Alo's apparel, focusing on wellness, which is a key part of Australia's health-conscious culture.

Alo will focus on Instagram and TikTok to reach its target demographic of women aged 20-35, leveraging these platforms' visual appeal and high engagement rates. Instagram's focus on lifestyle and fashion will help showcase Alo's activewear through influencer partnerships,

while TikTok will allow the brand to connect with Gen Z through engaging, short-form videos. Email newsletters will provide ongoing communication about new collections and promotions, fostering brand loyalty. Additionally, magazine ads in fitness and wellness publications will extend reach, reinforcing the brand's premium image (Euromonitor International, 2024; Olivier et al., 2024).

Advertising in Australia is regulated by the Australian Advertising Standards Bureau (AASB), ensuring compliance with ethical and legal standards. Alo must substantiate sustainability claims with verifiable data to avoid misleading consumers. Advertisements must also be culturally sensitive and free from stereotypes, adhering to Australian consumer protection laws. Given the increasing scrutiny of greenwashing in Australia (Euromonitor International, 2024), Alo must ensure its sustainability practices align with local standards, fostering trust among Melbourne's eco-conscious consumers (Euromonitor International, 2024).

Alo's pricing strategy in Australia will reflect a value-based approach, emphasizing quality, performance, and sustainability to target wellness conscious consumers in urban areas like Melbourne. This approach leverages Alo's product exclusivity and high-end appeal, aligning with Australians' growing demand for luxury, eco-friendly activewear (Euromonitor International, 2024). Alo's reputation for high-quality, sustainable products supports the premium value-based pricing model, which resonates with consumers willing to pay more for products that align with their values (Bharadwaj & Armstrong, 2025). Australian culture may consider the number 87 unlucky which originated from a cricket superstition, Alo will avoid any tag pricing that includes this number to ensure sensitivity to Australian culture (Ferris, 2014).

Alo will implement a hybrid distribution strategy in Australia, combining e-commerce with physical retail presence to cater to diverse consumer preferences. Melbourne will serve as

the launchpad, with e-commerce tailored to the Australian market and a flagship store strategically located at Emporium Melbourne. This upscale shopping center, situated in the heart of Melbourne's central business district, aligns perfectly with Alo's premium brand image and sustainability commitment (Olivier et al., 2024). Additionally, partnerships with retailers like David Jones and collaborations with local fitness studios will further enhance visibility and engagement with the target market (Bharadwaj & Armstrong, 2025).

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Appendices

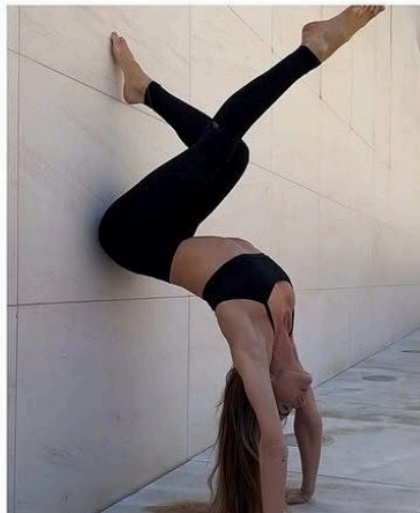
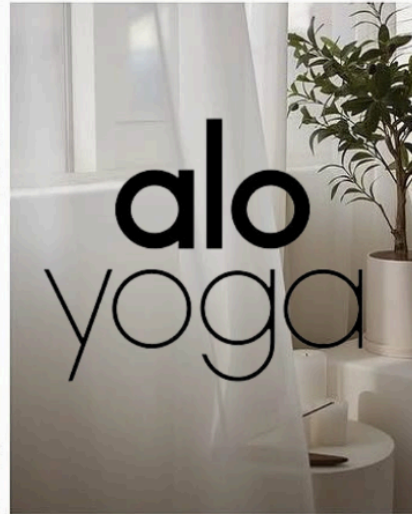
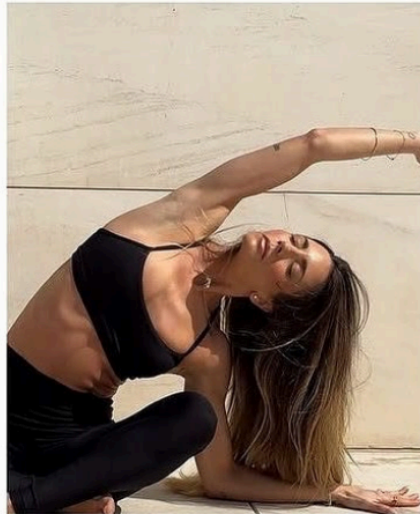
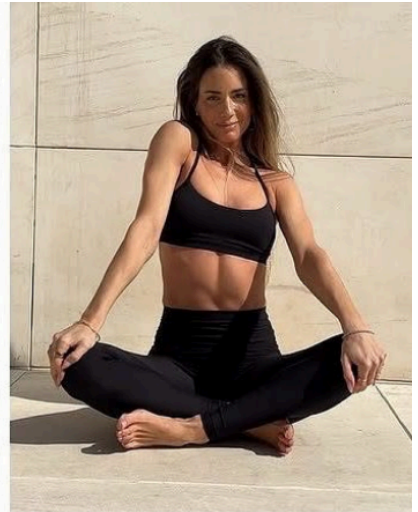
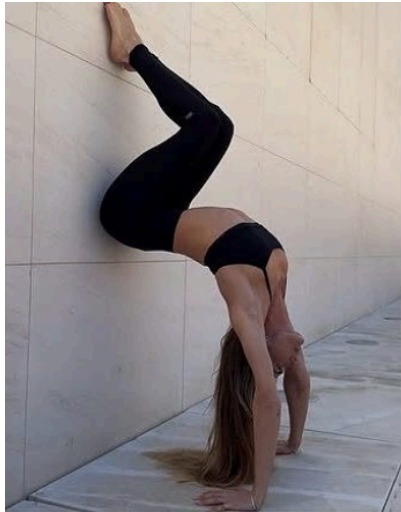
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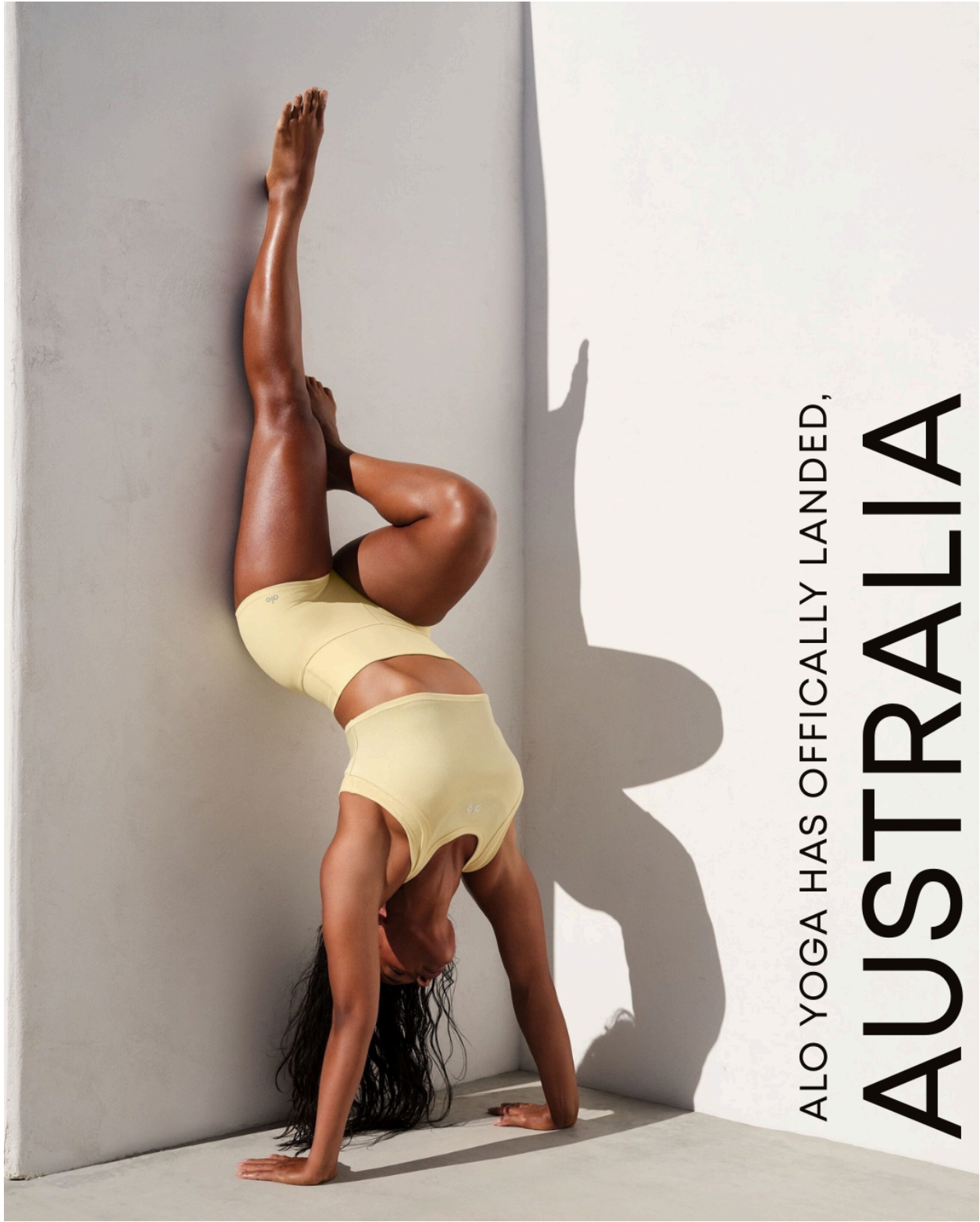
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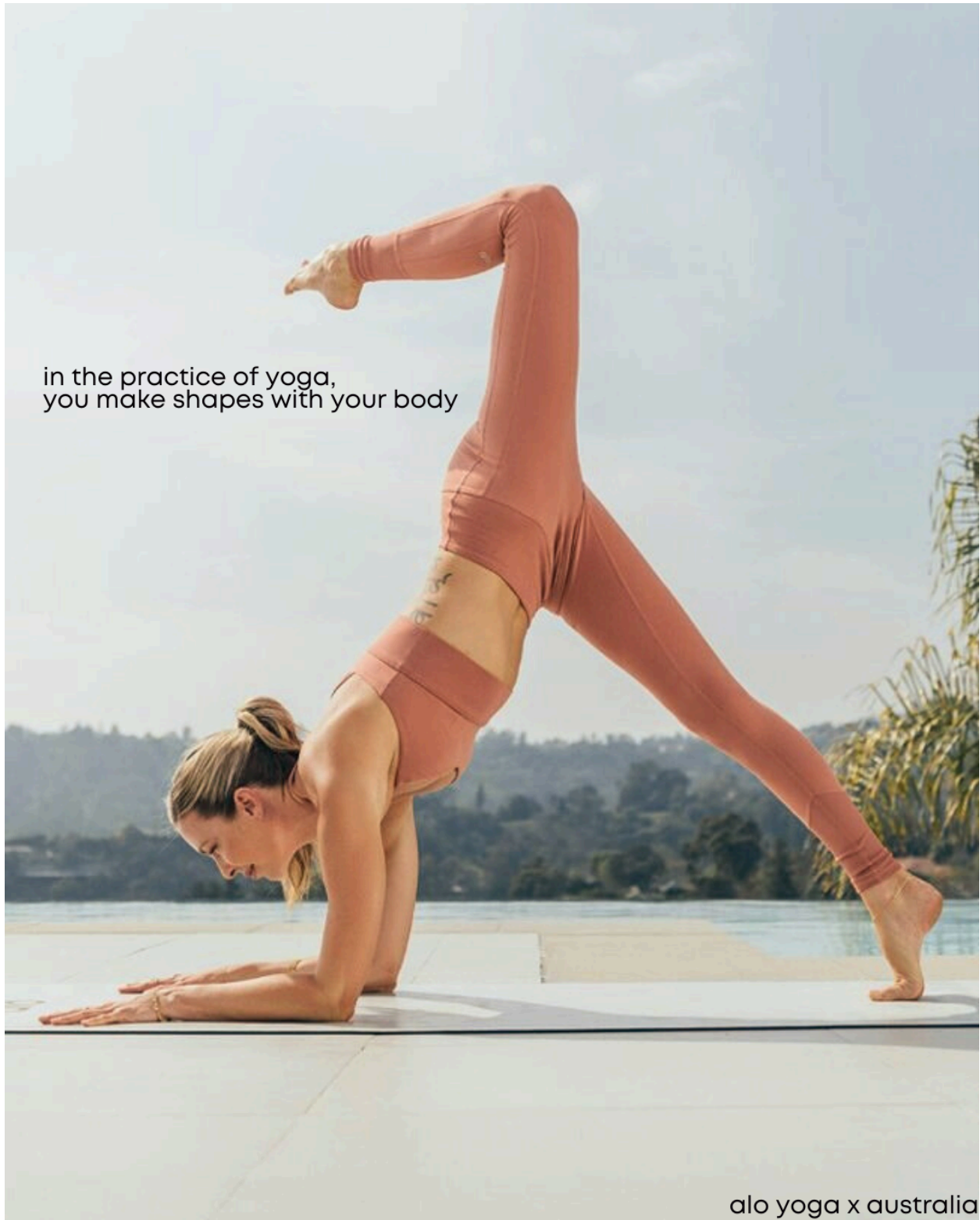
Social Media Instagram Post #2:



Social Media Instagram Post #3:



Social Media Instagram Post #4:



in the practice of yoga,
you make shapes with your body

alo yoga x australia

Interview #1: Sophia Weis

- Paris Santacaterina is 21 years old and is a junior at the University of San Diego. She is from Queensland, Australia and was formerly on the USD Women's Basketball team.

Sophia: How would you describe everyday fashion in Australia?

Paris: I'm Paris Santacaterina from Australia I guess everyday fashion I feel like this kind of like variety a lot of people a lot of active wear it's in Australia just because I feel like we're very active outside cuz the weather is usually pretty nice a lot of people like to get out and do a lot of things whether that's exercise or just like being at the beach kind of why sorry like the high end of it where I think people like if they're just going to the shopping center like they're going to dress up a little bit more classy just because you know there's not like a lot of things going on so like people like to dress up a little bit when they just do like normal things like going to the grocery store okay awesome and then

Sophia: What does your typical day look like?

Paris: I usually would wake up and either go for a walk or run. I live out sort of in the country like in the bush a little bit so I would just be outside a lot within nature with my dogs and hang out with my family a lot. Probably go to the beach or and then go to the gym just really it's pretty chill yeah not too much.

Sophia: How does the outdoor lifestyle in Australia influence how people dress day-to-day?

Paris: I think it's like a very summery all year round so I think being outside people are able to be like in a t-shirt and shorts or like an active wear like I said earlier so it's the weather allows you to go outside and be active so people are always kind of in summary clothes

Sophia: How would you describe the pace of life in your city or town?

Paris: I think it's pretty pretty steady like pretty chill people aren't really super rushed I mean I feel like overall Australia is pretty laid back but yeah like around from where I'm from because it's kind of like a smaller town it's known for like coal mining so it's a bit like laid back and yeah super chill.

Sophia: What do people usually do for fun or to relax in Australia?

Paris: I definitely think the beach a lot of people go to the beach if they don't have like a beach near there's usually water holes or something along that nature so I feel like it is very like you know beach vibes and summer vibes so it's like outdoorsy but yeah I would just say probably get out and about. We don't really do local things like you know how you can go down to Mission Bay and there are people just playing pickleball, in bigger towns and cities it probably is like that but in smaller towns its like you have to get your friends together to do things like that because it's not just there so I enjoy that about San Diego.

Sophia: Where do you usually buy your clothes, online, in stores, local, and imports?

Paris: When I'm in Australia it's usually in person but then when I'm in America it's kind of more online just because I'm not super familiar but yeah definitely in Australia it's kind of like a bigger brand but it's still Australian brands. I definitely think it depends on where you shop but I think if I'm going to buy things in person in Australia it's definitely better quality than like if I was to buy it online.

Sophia: Which social platforms or creators move the needle most for activewear in Australia?

Paris: In Australia probably TikTok and everyone goes about their health, fitness and everything like that. I couldn't give you an exact influencer all through social media fitness is really ramping up if you are on that side of it.

Sophia: Who are the social media influencers that you watch the most?

Paris: There is an Australian family called the Clark family, I really enjoy them. They just opened a skincare platform and their youngest daughter just opened a bikini brand in Australia so I really like them because they do family content. I don't know if you know but Hope, I don't know her last name but she is an active girl in America. She is this little redhead. She's really cool. I like her and she's fun to watch. They're the ones I can think about off the top of my head.

Sophia: Do you own any US branded clothing?

Paris: Yes, I do. I have Fabletics. Hollister, I don't think we have Hollister in Australia. I support my teammates' companies that are American made but that's it.

Sophia: What qualities do you look for in activewear clothing?

Paris: I like it when it's thick, especially around the waist. Just good quality stuff that makes you look smooth. Yeah smooth in that sense and then just good support. I mean I don't have big boobs or anything like that but like something that is going to be firm and just support especially because I run a lot so something that is just firm and supportive

Interview #2: Lucas Baum

- Lilly Armor is 19 years old and is a freshman at the University of San Diego. She is from Melbourne, Australia and is a member of the USD Women's Basketball team.

Lucas: Could you please introduce yourself with your name, occupation, and where you're from?

Lilly: Sure, I'm Lilly Amor. I am from Melbourne, Australia, and I am a student at the University of San Diego.

Lucas: Fantastic. Nice to meet you, Lilly. The purpose of this interview today is a marketing project, and these questions are supposed to help our data collection as a primary resource. But essentially, we're looking to expand the yoga company Alo from the US into the Australian market. Have you heard of Alo?

Lilly: I have, yeah.

Lucas: Awesome. And so I have a series of about 10 questions, and you can answer them with as much detail as you'd like. Is that cool?

Lilly: Yeah, sounds good.

Lucas: Alright. So the first one would be, how would you describe everyday fashion in Australia, or Melbourne specifically?

Lilly: Um, I would definitely say there is a lot of activewear. I think the lifestyle is like getting out and exercising, especially with friends and group exercises. So I would say, especially in the city of Melbourne, activewear is probably a big part of that. And then after that, I'd probably just say high-end brands and surf fashion.

Lucas: Do you see a resemblance between San Diego and Melbourne?

Lilly: Yeah, definitely, I do. A lot of it is pretty similar.

Lucas: Have you partaken in some of those group sessions?

Lilly: Yeah, like running clubs, yeah.

Lucas: How does that happen?

Lilly: It's usually on a Facebook group, and every Saturday morning, we meet and go for a run.

Lucas: Do you enjoy that?

Lilly: Yeah, it's fun.

Lucas: Is that kind of part of the lifestyle there to get together and be active?

Lilly: Definitely, yeah, it's very common in Melbourne.

Lucas: What does your typical day look like back home?

Lilly: I work at a basketball facility, coaching kids all day. Then I usually have basketball practice at night.

Lucas: That sounds like a busy life. Could you elaborate more on the everyday choices you make?

Lilly: I just went to school, worked, and played basketball at night. I haven't had a specific lifestyle until I got here.

Lucas: What kind of team were you on?

Lilly: It was a professional team, and everyone was getting paid.

Lucas: How does the outdoor lifestyle in Australia influence how people dress day to day?

Lilly: Since the weather is sunny and doesn't get very cold, people wear comfortable clothes, either to exercise or meet friends. Activewear is really common in Melbourne.

Lucas: How would you describe the pace of life in Melbourne compared to the US?

Lilly: It's definitely slower. Melbourne is more laid back, even in the city.

Lucas: Do you think that reflects the way people work too?

Lilly: I think it's more of a lifestyle thing. People are laid back but still get things done.

Lucas: How's it been adjusting to a faster lifestyle here?

Lilly: I like it. It keeps me busy and distracted from home.

Lucas: When you do want to relax, what do Australians do to have fun?

Lilly: Going to the beach is a big thing. I also just hang out with friends, have parties, or go for picnics on the beach.

Lucas: What do you do at the beach?

Lilly: Tan, have picnics, swim, surf.

Lucas: Is the party culture different than in the US?

Lilly: It's more common in Australia for everyone to drink. If you don't drink, people question why.

Lucas: Do you think that has anything to do with the laid-back lifestyle?

Lilly: Probably, yeah.

Lucas: Where do you usually buy your clothes, online, in stores, local, or imports?

Lilly: I mainly buy clothes locally in store here but shop online from both the US and Australia.

Lucas: How do Australians generally shop?

Lilly: A lot of online shopping from the US for trends. In-store shopping is common too.

Lucas: What kinds of products do you purchase from the US?

Lilly: Essentials (brand) and basketball shoes. We didn't have the same ones in Australia.

Lucas: Are there any Australian brands you buy?

Lilly: Yeah, brands like Rip Curl, Quiksilver, Billabong.

Lucas: Do you find inspiration from social media influencers?

Lilly: Yes, definitely Instagram and TikTok. I've bought activewear from Instagram influencers.

Lucas: Who are the influencers you follow?

Lilly: I follow Elodie and Chloe. I've bought their merch.

Lucas: What makes you buy from them?

Lilly: I liked Elodie's book, so I bought her merch. With Chloe, I liked her activewear.

Lucas: Do you own any US-branded clothing?

Lilly: Yes, I have a jumper from Lonely Ghost and swimwear and basketball shoes from the US.

Lucas: What other characteristics influence your decision to buy clothing?

Lilly: Price first, then quality, and colors last. I don't care much about the origin of the product.

Lucas: Do you think people would buy a US brand in Australia?

Lilly: Yes, they would be excited about something new from the US.

Lucas: Do you think Melbourne would be a good target market?

Lilly: Definitely, it's the city in Australia most into activewear.

Lucas: Thank you very much!

Lilly: No worries!

Interview #3: Lauren McCall

- Mila Wawskowicz is 20 years old and is currently working and attending Uni back in Australia, and is a former USD WBB player. She is from Maitland, New South Wales, Australia

Lauren McCall: All right. So the first question I have is how would you describe everyday fashion in Australia?

Mila Wawzkowicz: I would describe everyday fashion as sort of like corporate casual. It's a little bit more professional looking perhaps than other countries that I've been to So I'd say we wear a lot of blazers casually. We wear suit pants casually. Yeah, we're not...

Lauren McCall: So when you're saying casual, would you say like if you're going to go out like grab breakfast, you'd be wearing a blazer at the same you would also be if you're going to go to dinner with friends, like it's kind of all be the same blazer or do you kind of mix and match. Would you have maybe some type of athletic wear or sweatpants or something like that? Or are you usually always pretty casual but like business casual type wear?

Mila Wawzkowicz: Maybe for breakfast we'd wear some athletic wear, but people honestly style their athletic wear for breakfast with blazers. And then like... out to dinner, you're dressed up pretty nicely, usually with blazers and suit pants but Yeah, I'd say that Blazers and soup pants are probably... describe Australian fashion.

Lauren McCall: Okay, perfect. What does your typical day look like?

Mila Wawszkowicz: I wake up at 5.30. And then I leave to go to the gym. And then I get home from the gym and I go to work from 8.30 till 4.30. And then I come home and do some uni work. And then at 6.30, I go to basketball training until 8 and then I come home and hang out with my family and then go to sleep.

Lauren McCall: So during that typical day schedule, you said that you like to wake up, go to the gym and then you go to work. So does that outfit change from when you're going to the gym? Like you said, the blazers, like when you're going to the gym, what kind of athletic wear do you wear? And then we are going home and do some uni work like what kind of clothing are you wearing at that point?

Mila Wawszkowicz: When I go to the gym, I'm usually wearing bike shorts or tights from Lululemon or like Gymshark. Something like that. And then I'll usually wear a Lululemon like align tank or just a basic tank to the gym. And then when I go to work, I'm dressed like pretty corporate like um in blazers and dresses and heels and things. Yes. And then coming home to do uni, I'll usually get changed into like maybe some like sweats or something like super super casual um and then into my basketball team gear for training.

Lauren McCall: Perfect. My third question is, how would you describe how the outdoor lifestyle in Australia influences how people dress day to day?

So would you say because Australia is super active, you guys are always like doing something outdoors like do you think that influences how people dress or would you say when you were in America, it was almost like the same?

Mila Wawszkowicz: I would say that we probably... we're more like... joggers, I don't know what runners and like sneakers in place of perhaps sandals um like you'd often wear even with your blazer you could wear like sneakers or like running shoes um because we do a lot of

walking. Just with the weather and everything like it's really nice to walk by the beach or um everything's also so spread out here. So if you're walking from bar to bar it's like probably a five to 10 minute walk. So if you're going on a night out, we don't really wear heels on a night out. We wear sneakers Um...And then... I'd say like hot girl walks are definitely a big thing here like if you're like if you're on a Saturday morning if you're going for breakfast with your girlfriends, then you're going to be wearing like a really nice active wear set and some sneakers and like maybe your blazer at the top or like Like a nice sort of jacket over the top to go to breakfast

Lauren McCall: So going into my next question about then, do you say like you said, like the lifestyle, like that's kind of what you guys do. Do you think that you're City of New South Wales, like where you are, like, do you think that has a big influence on how your lifestyle is every day today, like where Malia is in like Perth? Do you think that it is different because of where you live or do you think it's about the same everywhere in Australia?

Mila Wawzkowicz: I think it's... It's different everywhere, but there would be similarities. Like I think there's some start like 87% or something of the Australian population lives within like 20 kilometres of the coast. So if you find a population map you can see like everyone is really drawn to the water and like. A lot of Australians are really drawn to that lifestyle. I think that Australians as a population are quite active. And everyone enjoys getting outside and and like living and working out and exercising and um Like I think that that would be a really common trend in Australia. So I think there are similarities, but also like Where I live, compared to say the Gold Coast, which is like in Paris's state the gold coast is renowned to be really like gym classes. Hot girl walks and marcha. Sort of area, whereas my area is probably more so like um like walk to breakfast with your friends like go surfing maybe like it's it's all a little bit different but same sort of like idea

Lauren McCall: What do you usually do for fun, what do people usually do for fun or relax in Australia?

Mila Wawszkowicz: Definitely go to the beach. Everyone's always at the beach.

Lauren McCall: When you guys go to the beach, is it like just laying out in the sun or walking around the beach? It kind of depends on like the age group maybe like

Mila Wawszkowicz: I feel like everyone's everyone walks around the beach like there'll be people in activewear or whatever like who aren't actually swimming who walk like along they have really nice like um like scenic walks along the coastline people often do that but then like if I'm going to the beach to relax. I'll just lay there and then like swim um in the water or and i think like in australia like a big thing to do for fun is like going to get food at like a nice restaurant we have lots of nice restaurants um

And we honestly have less like I'd say activities to do than there is in america like it's very everyone just entertains themselves like you go to a nice environment with a good atmosphere and then it's like if you're good with good people then like that's your entertainment you don't we don't really do like Axe throwing or stuff like that.

Lauren McCall: Yeah. Yeah, for sure. Okay, next one is where do you usually buy your clothes online in stores, local imports? Like where do you find yourself finding the most clothes?

Mila Wawszkowicz: Probably, I feel like I browse a lot online and then I'll wait until I'm in a store to buy the clothes but I'm saying that if there's not like a store in my town or in Sydney, then I'll just buy it online.

Lauren McCall: Is there usually other stores that like you'll buy clothes from, but it won't be in Sydney or in your town, but like say it might be on the other side where like Maz is in Perth or

something or in the gold coast like is there stores there, but not where in like Sydney, for example?

Mila Wawszkowitz: Yeah, like heaps I'd say heaps like the brands that I like shopping at. They might have like three or four stores around Australia. So it's not that they're more expensive but they're not like it's not very dense throughout the country.

Lauren McCall: Yeah. Okay.

Mila Wawszkowitz: I like to buy them online.

Lauren McCall: With which social platforms or creators move the needle most for activewear in Australia like where like who or what do you think most influence users to buy clothes when you're shopping?

Mila Wawszkowitz: There's a lot of like influencers in Melbourne that are really influential like on tick tock especially i'd say and then they've moved to Instagram too. But I'd say that Melbourne sort of sets the trends for the rest of the country and then everyone else follows. There's like Izzy Armitage. Sam, hammer. Um... Who else?

Mila Wawszkowitz: Let me get my phone.

Lauren McCall: No, you're good. So Izzy Emrington. And then Sam, what was it?

Mila Wawszkowitz: Guggenheimer but she's like her thing's Sam Gugs.

Lauren McCall: Who are the social media influencers that you watch the most? Like, would you say those two are probably the ones you watch the most?

Mila Wawszkowitz: Yeah, like there are lots of Australians or and georgie hansen She's a good one. Sofa sofa. But like I do watch and I think a lot of Australians mostly watch like Australian influences to get their like fashion from

Lauren McCall: Yeah. Okay, so my next one is, do you own any US branded clothing? If so, what are they? And do you enjoy them or did you just get them when you were in America and never worn them since?

Mila Wawszkowicz: I do. I have like a jumper from Abercromie and I really like their stuff like I would in a still shop there. The other one that I really like is alo. I wish that we had that, but you have to pay a fortune to get it shipped here. But I like to wear my stuff that I got from there all the time. It's such good quality. And then we have Lululemon stores here and like Nike and stuff. So I obviously wear them. But I wouldn't say that I have many casual clothes like a top and jeans or anything from American stores. I only have, I think the only one that I wear is that jumper from Abercrombie.

Lauren McCall: So what qualities do you look for in activewear then? Like you said, you really liked Alo, Lululemon. I can't remember the other one that you and Maz always used to wear.

Mila Wawszkowicz: Lorna Jane.

Lauren McCall: Yes. What are those like? What makes you like those? What attracts you to those brands?

Mila Wawszkowicz: I really like that they're like that you can dress them up or you can dress them down. I feel like Nike sometimes like they have really bold designs or they have like really big branding like they'll have a really big Nike symbol or something on it but i like how Alo and Lululemon and that are like understated and they're just like really basic and they just like they make me feel comfortable When I'm working out and I feel like they're super flattering they I don't know, I feel like they've done lots of research on like. Where should we put more material? Where should we like make it thinner whatever so that like it actually suits people's bodies but i love lululemon how it's like their tights are so like buttery and they just like hug your

skin instead of just like hanging off you or like being too tight and then I love, love, love how some of their tops have um like bras already in them.

Lauren McCall: Oh, like the built-in ones. Some people hate that, but some people love it.

Mila Wawszkowicz: Yeah, the built-in brands. I love it. And like, if I'm doing a basketball workout, I'll put another bra on underneath. But it's so nice if I'm going on a walk with my friends or something to just be able to like put on that like activewear top and then you don't see like ugly straps and stuff hanging out from other bras so that's really nice. And I love... Lorna Jane... has like if you look up their like marketing and their like instagram they'll often style their style pieces with like jeans or with like a blazer or something like i feel like they're versatile pieces. That I can like a mix and match and then Alo the quality is just unmatched for anyone. I feel like I haven't found any Anyone that has better quality than them.

Lauren McCall: Okay, well, those are all the end of my questions. I'm going to end this transcript real quick.

Interview #4: Ava Barba

- Malia Tharpe is 20 years old from Perth, Australia. She is a second year student at USD and is a member of the USD Women's Basketball team.

Ava: Okay, so we're just gonna go through some questions. So the first one would be, how would you describe everyday fashion in Australia?

Malia: I would describe everyday fashion in Australia. I feel like it's a long spectrum. So you're either wearing barely anything, like a bikini or board shorts and probably just a normal t-shirt. Or if you're working in like the corporate world, you're probably really formal, blazer, dress pants. And it kind of just like, there's not really an in-between, I would say.

Ava: Do people wear athleisure, kind of like you would see here (in San Diego)?

Malia: Definitely. I would definitely say that athletic wear is very popular, especially in the mornings. You'll see like everyone in athletic wear.

Ava: Okay, cool. And what does your typical day look like when you're home?

Malia: Probably wake up, go either for a walk and grab a coffee, maybe like swim at the beach, and then probably go to work for a couple of hours and then come home, maybe do another like workout, whether it be like in the gym or shooting, and then probably just eating dinner and going to bed.

Ava: All right. And how do you think the like outdoor lifestyle in Australia influences how people dress day to day?

Malia: I think it has a really big influence just because the summers are so hot. They're like 100, whatever you guys use. It's like 100 degrees. And so I would definitely say like thin layered fabrics and just like a lot of like girls that wear athletic wear, like don't even wear t-shirts. They just wear like sports bra and like pants. Yeah, it's just like really hot. So it definitely has a big role. But in the winter, it's kind of like San Diego. It's not that cold. It doesn't get like snowy or anything like that. So like you rarely will see like big puffers, big track pants, stuff like that. But yeah.

Ava: Okay, cool. And how would you describe the pace of life in where you live? And where are you from in Australia?

Malia: I'm from Perth, Western Australia. And I would say that everyone is very like easygoing, very chill, laid back. I don't know if like an example would help, but like I feel like your job is very like flexible. Like you always can just like come in whenever you want. Like you can be a few minutes late and it's not like the biggest deal. Whereas I feel like in America, it's very like nine to five, like American dream, stuff like that. Like hardworking, I feel like that also has like

to do with like your relationship with your boss in Australia. Like typically like you're friends with your boss. It's not like as strict and stuff like that. So I would say that like everyone is very easygoing. So that makes like everyone just really relaxed and yeah, very just like on their own time. So going.

Ava: Okay, cool. And what would you say people usually do for fun or to like relax when you're in Australia?

Malia: I would say probably going to the beach. A lot of people go to the beach because like Australia is like most populated places are like the coastal areas. So like the West Coast, everyone's like near the beach. And then the East Coast, everyone's like near the beach. So I would say the beach has a big role like to do with like Australians, like everyone's always at the beach. And then you don't really hear about people living like very inland unless like you're indigenous and like you grew up inland.

Ava: And where do you usually buy your clothes? Like, do you go online and stores, local?

Malia: Definitely in stores that might just be made personally. Not sure. But I feel like I buy my clothes from they have like, I feel like it's different because like you guys have like cotton on and Super A. But like, I feel like it's just different vibes. I don't know. Like, definitely my favorites are Super A, cotton on, Kookai, Zara. I also feel like the Zara is different here, which is so weird, different. Like they sell different clothes. But like, I feel like the Zara in Australia is like quite casual. Like you could shop in Zara, but like the Zara here is like very business or like rich women. Yeah. Like you couldn't buy something casual in Zara here, which is interesting.

Ava: And then which social platforms or creators do you think really like influence active wear in Australia?

Malia: I would say: Isabella Mathers, Emily Vens, Rachel Dillon (and Rachel Dillon owns like a CSB active wear company). And then Isabella Mathers and Emily Vens, they like model for the CSB. So just pretty much the companies like CSB. And that's like huge in Australia. But there's also a lot of small brand athletic wear, like people like literally my age make like a brand and they sell active wear for like way cheaper. And that's also like started to get really popular in Australia.

Ava: Okay, cool. And then are those like some of the social media influencers that like you watch the most or like maybe friends from Australia kind of pay attention to?

Malia: Yeah, definitely.

Ava: And then do you own any like US branded clothing? So I don't know, I'm sure Lauren's kind of told you a little bit, but we're doing it based off of Alo and how Alo could enter the market in Australia. Is there any like athleisure, like athletic wear that you buy while you're here, but can't get while you're home?

Malia: I would say like Vuori is like interesting. I think Lauren has told me like how you can like return things and they'll give it back like, and there's like a warranty thing. And if there's like a stain, which like is interesting because I feel like in Australia, there's not like as much like warranty stuff and deals like that. I would just, yeah, say like, well, we don't have Alo, Vuori, but like the biggest like one that people shop at and it's the most popular, I don't know if it's the most popular here is Lululemon. Like that is definitely the most popular. Like if you want active wear, just basic active wear, you go to Lululemon. And then if you want like a more, I don't know, stylish one, I feel like you will go to like CSB with the different cuts of like the sports bras and stuff like that. But if you just want like a normal sports bra, you'd go to Lululemon. And I feel like you guys have it here and it's kind of like the same. Yeah, it's pretty popular.

Ava: Okay, CSB is another one. I feel like I've heard, cause they do like the sets, right? Yeah. I feel like I've seen them. And then what are some qualities that you look like for in active wear clothing, especially like when you're thinking about like when you're at home and like the activities you're going to be doing in that?

Malia: I definitely would just say like comfort. I feel like you just want to be comfortable. You don't want something too tight or like creeping up around like your legs or anything like that. I feel like just comfort first. And then for me, I like love bright colors. So if I'm going to splurge on an active wear set, I want it to be like bright, like red, green. I have like so many like bright colors, but that's like each to their own, I feel. And just like able to work out in. I feel like sometimes you can buy like active wear, which is like sports bras are just like not actually supportive. It's literally just leisure, not athlete. Yeah. Hot girl walk. No. Hot girl walk, like yeah, cute. But like if I tried to like actually like work out, like it would just not work. So I would definitely say like for me as an athlete, like I need something that's actually going to support.

Ava: Yeah. No, definitely. I get that. Cool. That's all the questions I have. And I feel like we covered a good bit of like getting an idea. So perfect.

Malia: That sounds great. If you have any more questions, like feel free to just like text me or whatever.

Ava: Thank you. I appreciate it. I'll definitely let you know. But enjoy your dinner. It was great talking to you. Thanks. Bye. Bye.

Additional Notes:

- Alo Yoga and Alo are used interchangeably within the brand and this paper. Throughout our paper we first referenced the brand as Alo Yoga then primarily used Alo as this is what the brand is commonly referred to among current consumers.

- The print ad and social media posts use simplistic designs consistent with Alo's current brand image that will be maintained in the expansion to Australia. An accurate depiction of how the brand markets itself among consumers can be seen on their instagram profile:

<https://www.instagram.com/aloyoga/?hl=en>