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How retailers are capturing the $270bn athleisure market with EDITED data science

May 12, 2016 — EDITED, an analytics software company for fashion retailers, announced the arrival of specific sportswear features. It's the world's first data tool specifically designed for brands and retailers to execute better in the $270 billion athleisure market.

The market for sportswear is predicted to continue on its meteoric rise. Morgan Stanley say it will top $350 billion globally by 2020. Sportswear-specific features give brands and retailers a major strategic advantage in a market that has seen new disruptive competitors emerging and becoming major players faster than ever.

A serious amount of data streams into the EDITED activewear features every day. Product, pricing and visual merchandising data from 90,000 brands around the world is ingested daily, and athleisure products are highlighted using cutting-edge machine learning and AI technologies. That means brands can investigate and analyze the sportswear market quickly and precisely, spotting product or pricing opportunities that are potentially worth millions.

With the new activewear features, brands can instantly do things like:

- Look at all blue leggings launched last week (-42% from previous week) and see overall discount rates (35% are currently discounted at an average of 27%).

- See exactly where to price a new line of knitted sneakers against leaders like Adidas and Nike (average price of knit sneakers: $120 Adidas, $140 Nike).

- See the replenishment rate for leotards that are selling in the mass market (11%).

The options are endless. All the power of EDITED can be combined with the new sportswear features.

Adding to its strategic power is the fact that, as a new category, athleisure's entire history has been captured in the data, meaning every athleisure success or misstep can be understood in the past as well as the future.

"Athleisure is the first macro fashion trend born in the data age," says EDITED CEO and co-founder Geoff Watts. "The whole category was built and scaled by brands we know, as well as new important brands using data-led decisions around product and pricing from the very beginning. That means the competition is more intense and tech-dependent than ever. A year ago it was the retailers using our retail analytics that were consistently winning athleisure. Today you need EDITED just to get in the game."

About EDITED

EDITED retail technology is the industry standard for real-time analytics of pricing, assortment, demand and competitive metrics. EDITED, a retail technology company, helps brands like Gap, Abercrombie and Fitch and Topshop have the right products at the right price, at the right time. This is the most important thing to get right in the apparel business, and is how all the value is created or lost in the industry. The software is used by buyers, planners and trading teams to generate a huge competitive advantage.

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