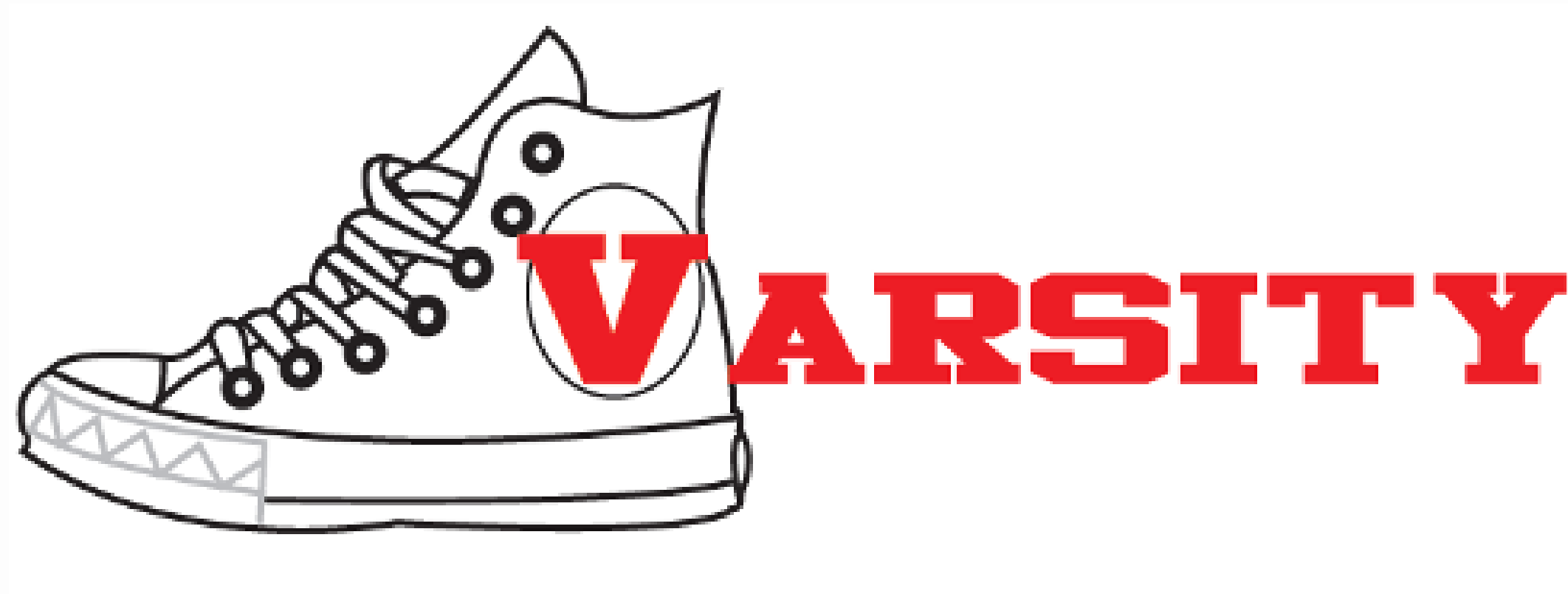




NEW FASHION MAGAZINE CONCEPT

Varsity Magazine by Lucabella Ralph



OVERVIEW

- Varsity Magazine is a print magazine that serves as the intersection between fashion and sports. The publication seeks to inspire and provide a creative outlet for the intense landscape of athletics.
- As a collegiate athlete, I use fashion as a way to help my mental health and as we see more athletes enter the realm of fashion it is important to learn how it serves as a creative, mental health outlet for them.
- Why Varsity: A varsity letter jacket is an iconic term for all sports levels. When people think of sports, they think of athletes wearing the stylish, yet athletic jackets. Like the magazine, the letter jacket is the intersection between fashion and athletics.
- **Magazine Type:** Special Interest
- **Values:** Creativity, fashion, mental health, life outside of sports, empowerment
- **Frequency:** Quarterly to align with the different sports seasons
- **Price:** \$12.99 per issue or \$40.00 per year. Most magazines run in the \$9.99 range per issue, but this is only a quarterly magazine with more substantial issues.
- **Availability:** Newsstands, bookstores, local stores, college campuses/bookstores, sport-related stores, professional sports games fan shops.

MISSION STATEMENT

Varsity Magazine strives to be the intersection between fashion and sports. By sharing the style and fashion of professional, college, and youth athletes, Varsity magazine seeks to inspire others to consider fashion as a creative outlet supporting athletes' mental health and beyond.



MOOD BOARD



TARGET MARKET

- 14-25 year old men and women worldwide who enjoy fashion and sports

DEMOGRAPHICS

- Ages: 14-25
- Gender: Male and Female
- HHI: Families: \$100,000 Individuals: \$30,000-\$70,000

PSYCHOGRAPHICS

- Interested in fashion and sports
- Enjoy street style
- Like learning about and hearing athletes' stories
- Support athletes' business endeavors



COMPETITIVE LANDSCAPE

THE MAGAZINE'S COMPETITORS INCLUDE:

- Vogue
- Teen Vogue
- Sports Illustrated
- ESPN The Magazine
- CircleZeroEight Magazine.



Strengths

- It is the only magazine that blends fashion and sports into one category.
- A unique staff filled with current and former athletes

Weaknesses

- The magazine is entering a heavily saturated publishing market.
- Being the first magazine on this specific topic creates uncertainties

Opportunities

- Because this is an untouched magazine topic in the publishing industry it can be intriguing to consumers
- Writing about and partnering with professional/well-known athletes will be beneficial for growth

Threats

- Most competitors in the publishing industry are significantly established with a loyal following.
- Sports rivalries exist and many consumers may write off the magazine due to featuring a specific team/player

ADVERTISING

- Advertising in Varsity Magazine will directly relate to fashion, sports, or both and be thoughtfully selected to appeal to the target market
- There will be a mix of sports, street style, and luxury fashion retailers and products advertised in the magazine
- Many ads will also feature athletes

POTENTIAL BRANDS

- Nike
- Adidas
- Lululemon
- Louis Vuitton
- Coach

| Circulation | Full-Color Rate | CPM |
|-------------|-----------------|---------|
| 4,500,350 | \$150,000 | \$33.33 |

ADVERTISING



TAG HEUER

SOME PLAY ON A COURT,
OTHERS CREATE THEIR OWN.

TAG HEUER CONNECTED
CALIBRE E4

THE THRILL OF PROGRESS

Wristwatch © by Google



CELINE



ALUMINUM FREE

my Secret to 'oh YEAH' fresh

Secret helps eliminate odor instead of just masking it.

pH Balancing Minerals
REAL LAYERS
48 HR DEODORANT

COVER FEATURE

Suiting Up: a look at the USWNT's custom Nike Suits for the World Cup


This feature dives into the process of designing the custom Nike suits that the USWNT wore during their World Cup run. The women's soccer team has been a forerunner in incorporating fashion into sports and took the fashion and sports world by storm with these iconic suits. The article will demonstrate just how prevalent fashion is within sports.



Suiting Up

By Lucabella Ralph

The United States Women's National Soccer Team lit up the fashion world with their custom pregame attire, curtesy of Nike, at the 2023 Women's World Cup.



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NIKE SWITCHES GEARS



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Team USA's History with Nike



1999



2010



2015



2020

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Megan Rapinoe (pictured above) being fitted for her custom suit by the Nike designers.

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"Their arrival marked a turning point in women's sport and fashion."



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7

FEATURES

Sneakers of the Season: How Adidas is reinventing classics to become the most popular shoe brand this season

Sneakers are a pivotal part of street style, a main aesthetic for the fashion in Varsity Magazine.

Serena & Venus: How two of the biggest names in tennis are also making a name for themselves in the fashion industry

Serena & Venus have both started fashion brands during and after their careers as professional tennis players. Both women were at the forefront of sports while the target market was growing up and this article will likely draw them.

Top 10 fashion brands owned by current and former athletes

More and more athletes are starting brands within the fashion industry that are far beyond athlete merchandise. This article can solidify the standpoint that there is a place for fashion in sports.

Why we are seeing athletes front row at fashion weeks

In recent years, we've seen an increasing amount of athletes invited and sitting in the front row at a variety of fashion week shows. This also emphasizes the idea that there is a space for athletes within the fashion industry.



**THESE ADIDAS SNEAKERS ARE THE INTERSECTION
BEWTEEN SPORTY AND FASHIONABLE**



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Image: Pinterest

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Image: Sneaker District



**COLLAB
ALERT**
Adidas
X
Stella McCartney

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DEPARTMENTS

Table of Contents

- The table of contents for Varsity Magazine is called The Lineup and will provide a detailed outline of the issue. This allows readers to know what to expect. This is not unique to Varsity Magazine.

Masthead

- The masthead shares the writer and contributor details for the specific issue. This is not unique to Varsity Magazine.

Guest Editors

- This department introduces the guest editors of the issue, if there are any. This department is not unique to Varsity Magazine, but the guest editors are.

Athlete Style Spotlight

- Each issue will feature an athlete with good pregame and street style. Some magazines do style spotlights, but the athlete aspect is something special to Varsity Magazine.

Staff Picks

- Whether it's shoes, clothes, athlete outfits, brands, etc., this department allows the magazine staff to share their favorites in selected categories. This has been done by other magazines but can be made unique based on category choices.

Show us your fits: Readers share their outfits

- Before publishing each issue, readers will have the opportunity to send in their favorite outfits, and the magazine staff will select a few of their favorites to showcase at the end of the magazine. This is not a common department among magazines.

DEPARTMENTS

THE LINEUP

NOVEMBER 2023



ON THE COVER

Crystal Dunn of the USWNT shot by Nike exclusively for Varsity Magazine

4 GUEST CONTRIBUTORS
Meet the people helped make this issue possible

5 ATHLETE SPOTLIGHT
Toronto Maple Leafs star: Auston Matthews

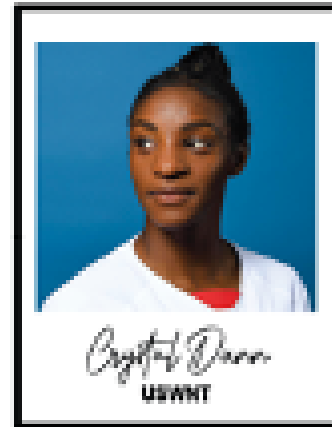
8 SUITING UP!
Why Nike's recent collab with the USWNT is redefining fashion and sports

16 SNEAKERS OF THE SEASON
How Adidas recreated classics to take the cake for sneakers of the season

20 STYLE YOUR SNEAKERS
How to style this seasons most popular sneakers

GUEST CONTRIBUTORS

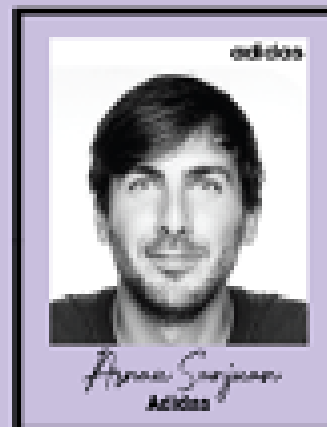
NOVEMBER 2023



Our November cover star and member of the United States Women's National Soccer Team, Crystal Dunn joins us as a guest editor on this issue.



Soccer star Alex Morgan joins us along side her teammate, Crystal Dunn, as our second guest editor on our November issue.



Lead footwear designer at Adidas, Ameu Sarjuan, joins the team this issue as a guest editor and to provide insight about Adidas.



ATHLETE STYLE SPOTLIGHT

NOVEMBER 2023

Auston Matthews

Toronto Maple Leafs star is making a name for himself in the fashion world.



From program suits to street style, Auston's clearly got an eye for fashion.

DIGITAL FORMAT

- The digital strategy for Varsity Magazine includes a digital magazine, social media, and an online publication/blog
- The digital magazine is the same issue that is printed but is available for online purchase so readers can access it on their iPads, Kindles, computers, etc.
- Varsity will have Facebook, Instagram, Twitter, TikTok, and YouTube as it's important to have a wide range of ways for consumers to access brand content
- Instagram will be the most important form of social media for the brand due to the target market
- The magazine will have free online publication/blog through the website
- The online content will be in the form of individual articles that are different yet complementary to the print issues
- With Varsity Magazine only publishing quarterly, supplementary content online will hold readers' attention as they await the next issue



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