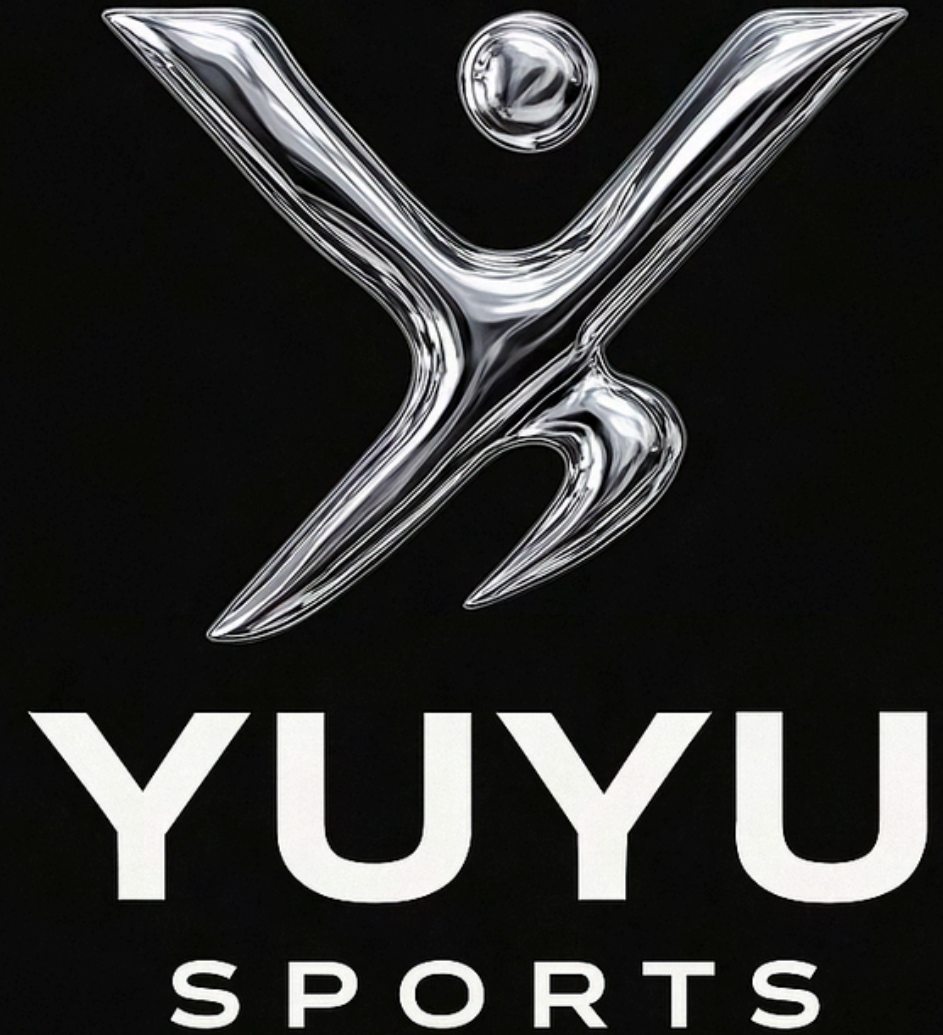


BY MEIYUK 247008285

# YUYU SPORTS

*"If you want to go quickly, go alone.  
If you want to go far, go together."*



# CONTENT PAGE

1. Concept
2. Targeted segment
3. Use of software
4. Brand Logo Design
5. Product Design
6. Packaging Design
7. Tags Design
8. limited-edition mini figurines
9. Promotional Video
10. Price architectural
11. Online Store Design
12. Physical Store Design
13. Reference List & illustration

# CONCEPT

YuyuSports is not just a fashion-forward sportswear brand; it is a lifestyle movement advocating holistic wellness. Beyond aesthetic design, YuyuSports integrates health-driven concepts to inspire an active lifestyle and promote physical and mental well-being. In an era where health consciousness is surging globally, brands offering engaging and interactive fitness solutions play a critical role in motivating consumers to maintain regular physical activity.

YuyuSports aims to bridge fashion and wellness by launching captivating crossover collaborations with pop culture icons, such as anime-inspired collections, to stimulate consumer interest and encourage more people to embrace exercise as part of their daily lives. Through creative storytelling and vibrant designs, the brand seeks to make fitness feel accessible, aspirational, and enjoyable.

The core philosophy of YuyuSports is captured by the belief:

***"If you want to go quickly, go alone. If you want to go far, go together."***

This motto emphasizes the brand's commitment to building a supportive fitness community where consumers and the brand progress toward better health together. YuyuSports thus positions itself not merely as a fashion label but as a catalyst for sustainable wellness and positive lifestyle transformation.

## YUYUSPORTS - 7P MARKETING MIX

### PRODUCT

- Wellness-driven activewear
- Anime-themed crossover collections
- Collectible brand mascots.

### PRICE

- Mid-to-premium positioning with exclusive pricing for limited editions.

### PLACE

- Official Website
- Physical Store – K11 MUSEA, Hong Kong
- Social Commerce

### PROMOTION

- KOL collaborations
- Animated mascot marketing
- fitness community events.

### PEOPLE

- Health-conscious brand ambassadors
- Well-trained retail teams.

### PROCESS

- Seamless online shopping experience
- In-store interactive zones.

### PHYSICAL EVIDENCE

- Bold anime-inspired website
- Experiential store design
- Sustainable packaging.

# TARGETED SEGMENTATION



## Gen Z (18-25)



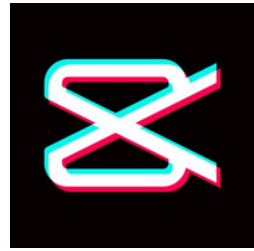
- Fashion-conscious and prefer stylish, trendy activewear.
- Interested in health & well-being but may not have a fixed workout routine.
- Influenced by social media & KOLs and love engaging in online fitness challenges.

## Fitness Enthusiasts (25-35)



- value performance-driven sportswear.
- Seek high-quality, durable, sweat-wicking apparel for intense workouts.
- Likely to use fitness tracking apps & wearables (e.g., Apple Health, Garmin, Fitbit).

# USE OF SOFTWARE



**CAPCUT**

Applied to edit marketing and promotional videos. Features such as transitions, subtitles, and effects were used to enhance storytelling for social media promotion.



**PIKA - AI VIDEO**

Purpose: Used to develop short animated videos that feature the character-based promotional strategy, making the brand more relatable and fun for Gen Z consumers.



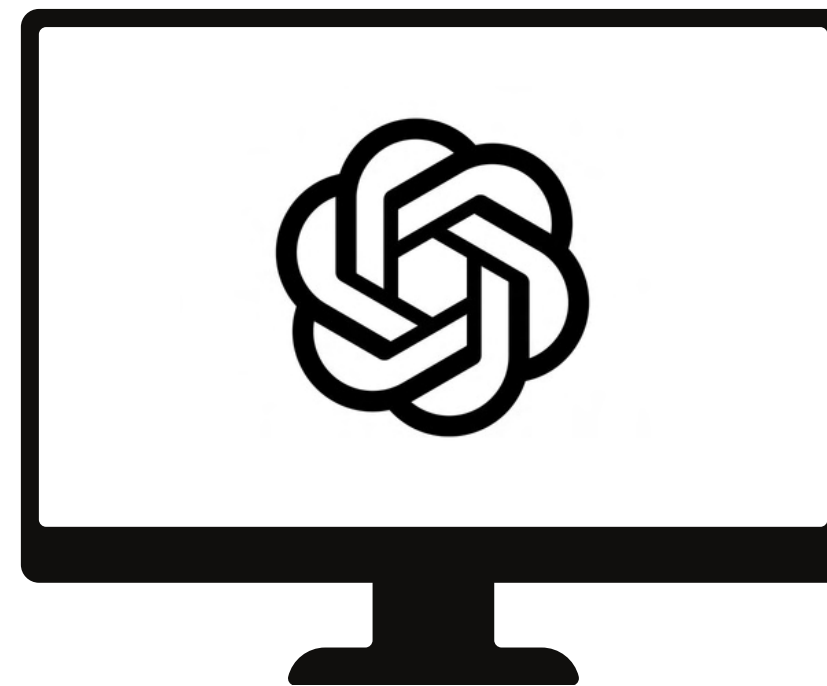
**LUMA DREAM MACHINE**

A tool for generating high-quality AI animated sequences, particularly for product storytelling and motion visuals on digital platforms.

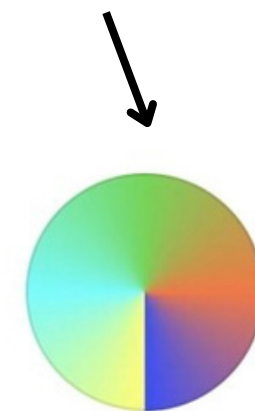


**WIX**

Website development platform used to build a mock-up of YUYU Sports' e-commerce interface, integrating visual branding with online retail functions.



**OPENAI**



**DALL·E**

製作人：ChatGPT



**Logo Creator**

**OPENAI-LOGO CREATOR**

Utilized for designing the YUYU Sports brand logo, emphasizing boldness and symbolic representation of strength and unity.



**image generator**

**OPENAI - IMAGE GENERATOR**

Employed to visualize concept art and create promotional visuals such as avatars, packaging mockups, and key brand illustrations for YUYU Sports.

**OPENAI-DALL·E IMAGE GENERATOR**

Used to produce high-quality visual renderings and promotional materials, including concept art, store interior design, product mockups, and avatar figurine packaging.

# LOGO CONCEPT DESCRIPTION - YUYU SPORTS (EARLY DRAFT)



The initial logo design concept for YUYU SPORTS aims to reflect vitality, contemporary design, and a Gen Z fashion-forward sensibility—avoiding overly traditional aesthetics. It embodies a fusion of health, sports, and style.

## Icon/Monogram Design

- The core symbol is inspired by the dual “Y” from “YUYU,” creatively transformed into a minimalist yet powerful icon:
- The two mirrored “Y” shapes form either an upward-pointing arrow or a dynamic running figure, symbolizing movement, energy, and positive progression.
- This conveys strength, breakthrough, and the brand’s athletic DNA.

## IMPROVEMENT

### Colors

- Metallic Silver – symbolizes power, energy, and prestige.
- Secondary Colors:
- Black & White – keep the design clean, modern, and versatile across media.

### Visual Style

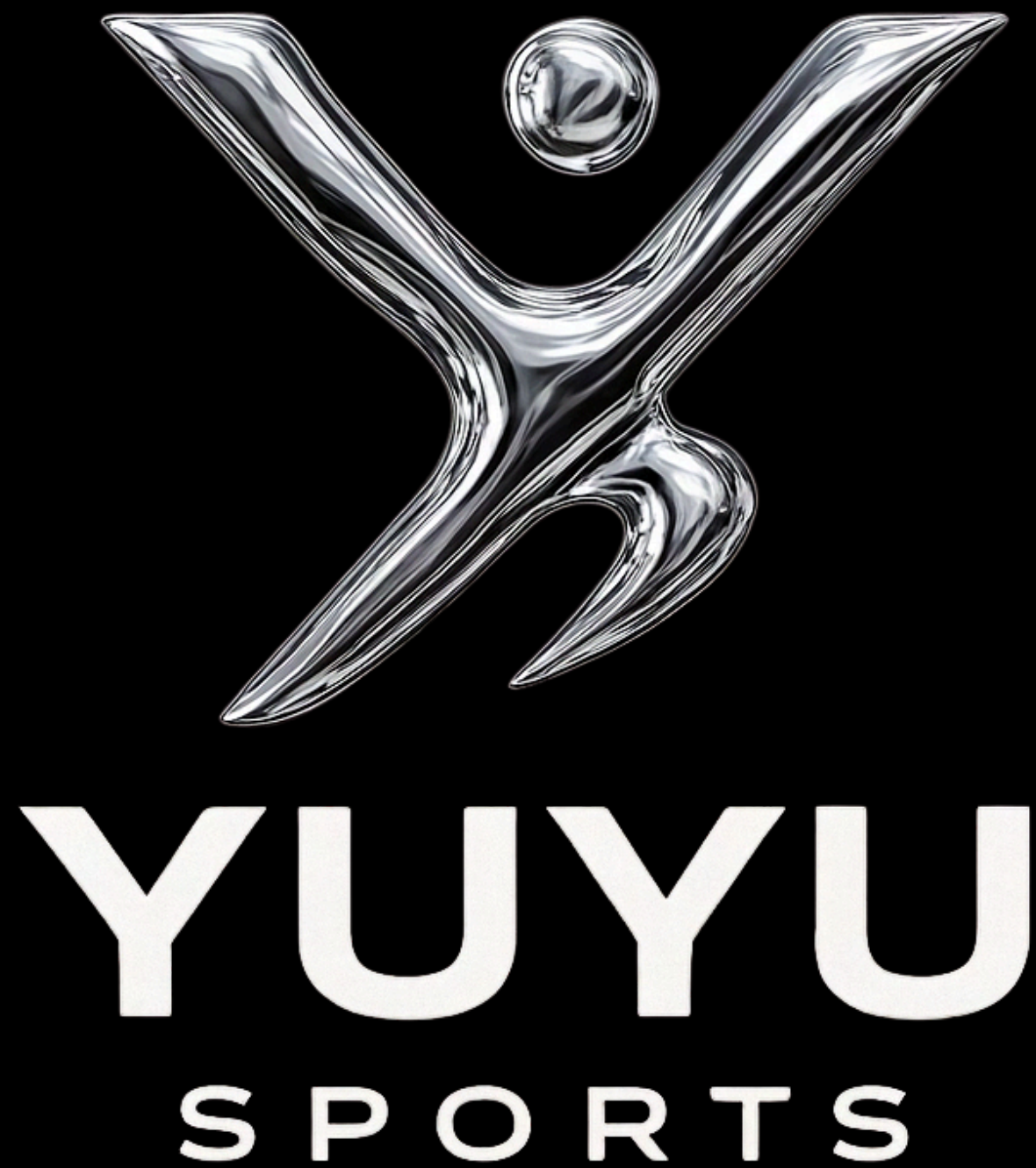
- Modern Minimalist with bold, sharp lines and a hint of motion-inspired dynamics, such as elongated strokes or directional shading.
- Designed for seamless application across fashion items, product packaging, UI design, and digital marketing assets.

### “YY Dynamic Mark” Concept

The mirrored Y’s create a “winged” or “arrow-like” form, symbolizing freedom and uplift.

The “Y” also links to the founder’s Chinese name Do Mei Yuk, giving the symbol deeper personal meaning.

The preferred execution uses metallic silver, reinforcing the blend of technology, strength, and style.



# FINAL BRAND LOGO DESIGN

The YUYU SPORTS logo is a dynamic emblem that encapsulates the brand's fusion of fashion, strength, and wellness. The chrome-finished icon is derived from the mirrored structure of the letter "Y," symbolizing both the brand name "YUYU" and the founder's personal identity. Designed to resemble a figure in motion or a leaping athlete, the mark conveys momentum, elevation, and vitality. Its upward-facing form echoes the core values of the brand—empowerment, progression, and holistic well-being.

The metallic silver tone reflects a futuristic and premium aesthetic, resonating with Gen Z's affinity for high-impact visuals and anime-inspired fashion culture. Combined with a clean, bold sans-serif logotype, the logo achieves a balance between athletic energy and modern sophistication. It is highly versatile for applications across apparel tags, social media icons, web interfaces, and collectible product packaging.

Overall, the logo not only visually represents YUYU SPORTS but also reinforces its mission to motivate individuals toward an active, aspirational, and community-driven lifestyle.



## YUYUSPORTS × JOJO'S BIZARRE ADVENTURE: GOLDEN WIND

### Inspiration

This collection is inspired by the bold character aesthetics of JoJo's Bizarre Adventure: Golden Wind, transforming signature colors, motifs, and silhouettes from characters like Giorno, Bucciarati, Mista, and more into fashion-forward, performance-ready sportswear.

### Product Category

- Active top + flare pants sets
- Designed for both workout functionality and streetwear versatility

# JOJO

**“Workout With Style.  
Move Like Jojo.”**

# PRODUCT DESIGN

PATTERN



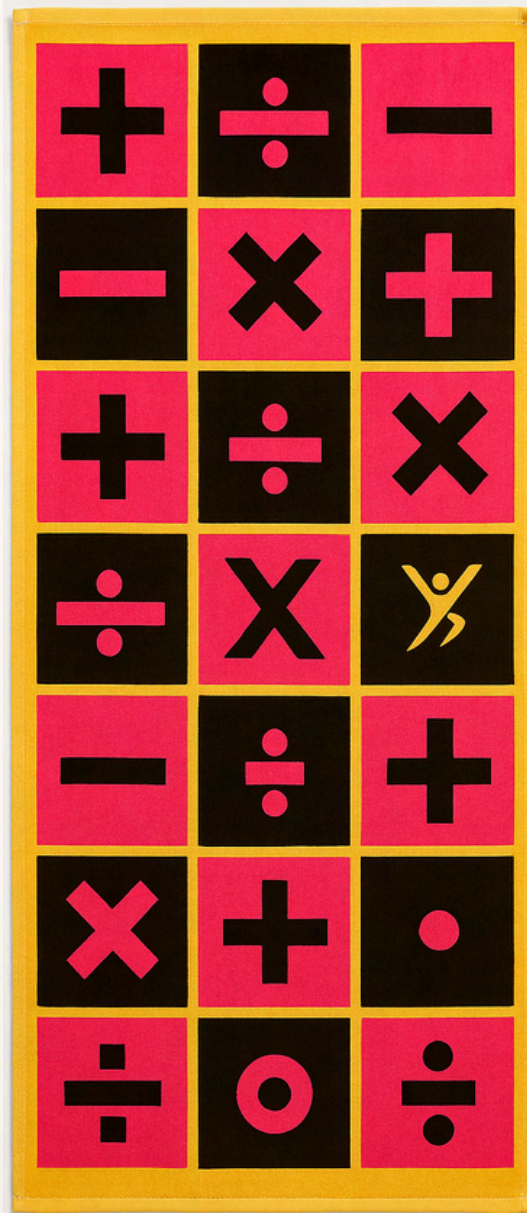
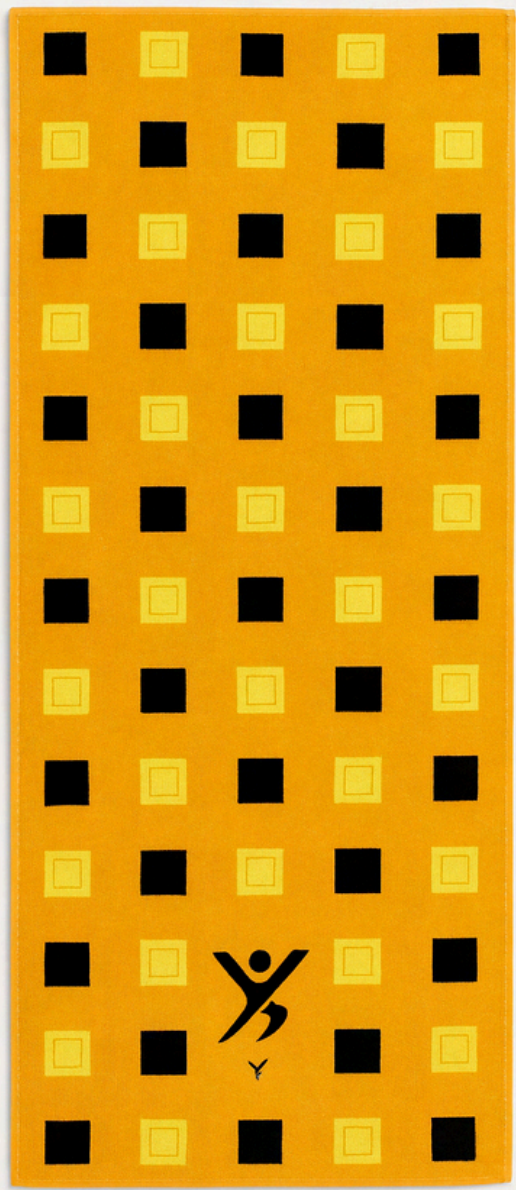
HEADBAND



WAIST BAG



PRODUCT DESIGN



**WORKOUT TOWEL**

\*SIZE: 30 × 80 CM

USAGE: PERFECT FOR GYM SWEAT-WIPE OR  
AS A STYLISH NECK TOWEL

**PRODUCT DESIGN**



**CROPPED PERFORMANCE TEES**



**HIGH-WAISTED SHORTS**



**CREW-LENGTH ATHLETIC SOCKS**



**ANKLE SOCKS**

# PRODUCT DESIGN

# YUYUSPORTS PACKAGING DESIGN

## Outer Box

- Structure: Drawer-style construction with matte rigid cardboard and black ribbon pull tab
- Finish: Embossed repeating pattern of "YUYUSPORTS" with a central metallic logo for a bold yet refined look

## Tissue Wrap Design

- Material: Semi-transparent matte finish tissue paper
- Print: Repeating "Y" monogram in light grey - minimal yet highly brand-recognizable
- Size: Large enough to wrap full activewear sets or accessories, adding mystery and a layer of protection

## Brand Info Card

- Size: Approx. A6 or credit card dimensions
- Paper Stock: Thick card with matte lamination

## Collectible Badge Design (Complimentary Gift)

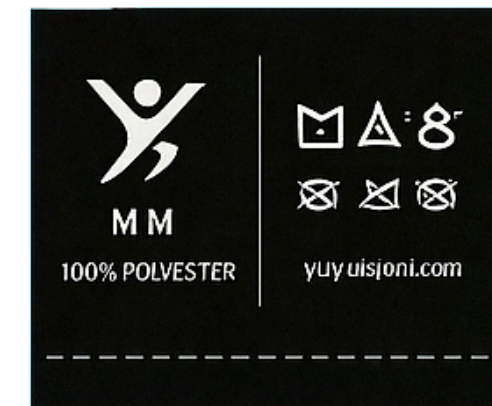
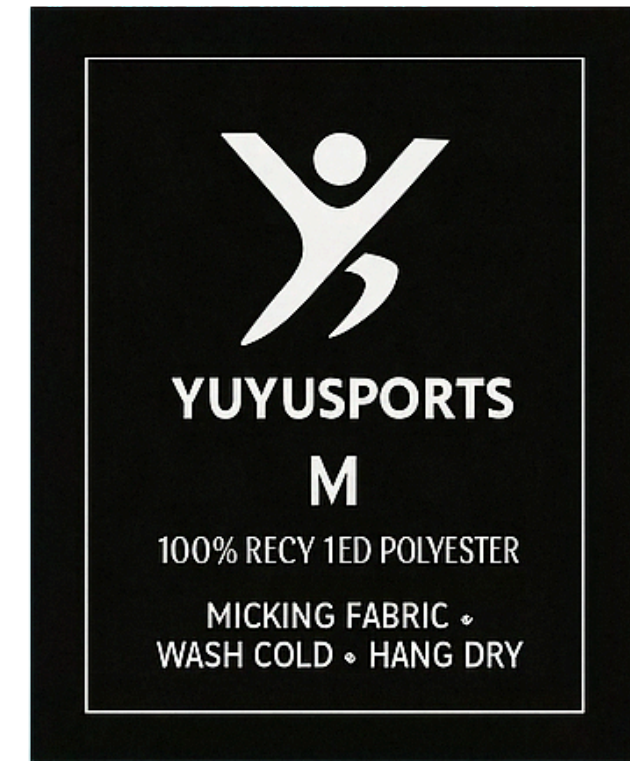
- Material: Silver-tone metal badge with 3D embossed YUYUSPORTS logo
- Packaging: Mini clear pouch sealed with a branded logo sticker
- Placement: Centered within the tissue wrap or affixed beside the brand card for an elevated gifting experience



# YUYUSPORTS PACKAGING DESIGN



# TAGS



# LIMITED-EDITION MINI FIGURINES



# PROMOTIONAL VIDEO



**CLICK HERE** 

<https://drive.google.com/file/d/1KeLxgIIEU0GtSnLNMgmh3MIXz-Z8oTgG/view>

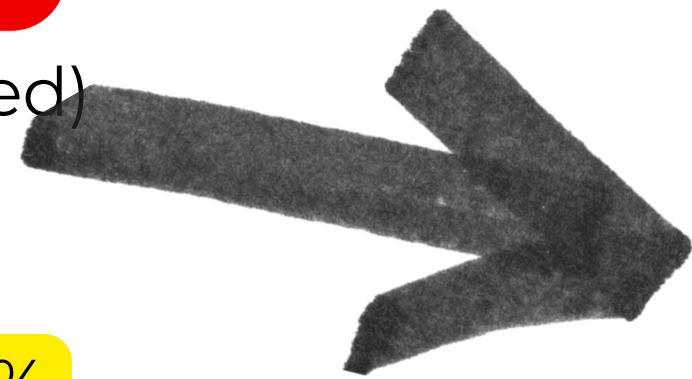
# PRICE ARCHITECTURAL



HK\$1,080–HK\$1,680

9%

(Limited)



HK\$480–HK\$880

23%



HK\$120–HK\$380

68%

Top Tier | HK\$1,080–HK\$1,680

9% | Limited Series - The Face of the Brand

Product Types:

Collaboration performance apparel (e.g. YUYUSPORTS × JoJo's Bizarre Adventure: Golden Wind)

Designer-exclusive limited edition sets

Premium technical series with emphasis on pattern cutting and graphic identity

Objectives:

Build high-end brand image and social buzz

Attract trendsetters, anime fans, and performancewear enthusiasts

Serve as key visual driver for viral marketing and online sharing

Key Features:

High-concept design prints (e.g. JoJo-inspired motifs, gold accents, character elements)

Advanced fabric and sculpting silhouettes (e.g. quick-dry compression materials)

Strictly limited production - collectible value built in

Special edition packaging with exclusive badge/certificates

Goals:

Elevate perceived brand value and exclusivity

Generate hype and scarcity-driven demand

Appeal to high-spending consumers and media attention

# PRICE ARCHITECTURAL



HK\$1,080–HK\$1,680

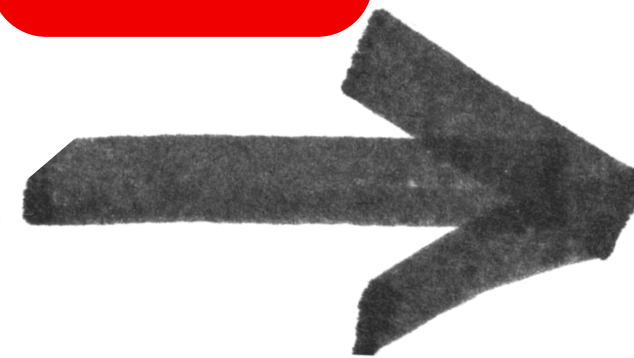
9%

(Limited)



HK\$480–HK\$880

23%



HK\$120–HK\$380

68%

Middle Tier | HK\$480–HK\$880

23% | Core Series – Everyday Functional Street Activewear

Product Types:

- Functional fanny packs
- Performance headbands / towels / crossbody bags
- Everyday essentials with bold design elements

Objectives:

- Establish signature YUYUSPORTS graphic and lifestyle identity
- Cover practical daily scenarios (gym, commute, outdoor activities)
- Build brand visibility through wearable, shareable products

Key Features:

- Sporty construction (lightweight, water-resistant, ergonomic)
- Pattern/color sync with top-tier product lines
- Smart compartment design for versatility
- Gender-neutral styling, easy to mix & match with other outfits

Goals:

- Reinforce brand presence in daily life
- Serve as gateway entry to higher-tier products
- Cost-efficient production for wide variety in styles and colors

# PRICE ARCHITECTURAL



HK\$1,080–HK\$1,680

9%  
(Limited)



HK\$480–HK\$880

23%



HK\$120–HK\$380

68%

Base Tier | HK\$120–HK\$380

68% | Entry Series - Mass-Appeal Essentials

Product Types:

- Logo T-shirts (various colors)
- Basic active shorts (high stretch, minimalist cut)
- Branded socks (embroidered logo; crew/ankle options)

Objectives:

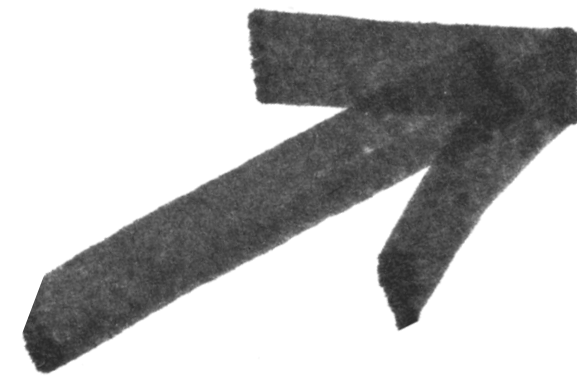
- Establish a high-frequency purchase category accessible to all
- Attract first-time customers and casual buyers
- Ideal for gift-with-purchase promotions or combo bundles

Key Features:

- Affordable and accessible pricing
- Versatile, everyday wearability
- Strong logo visibility for brand recall
- Perfect as upsell items to pair with mid/high-tier products

Goals:

- Drive volume sales and boost average order value
- Expand customer base through approachable products
- Provide consistent inventory flow and fast-moving SKUs



# ONLINE STORE DESIGN

"If you want to go quickly, go alone. If you want to go far, go together."

**JOJO** 

"Workout With Style.  
Move Like JoJo."



 CHAT WITH US!

<https://domeiyuk9836.wixsite.com/yuyusports>

**CLICK HERE** 

# PHYSICAL STORE DESIGN

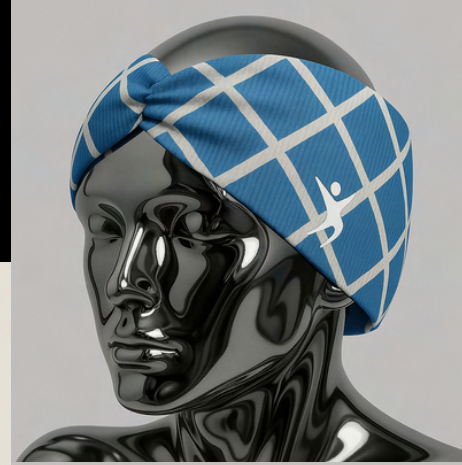
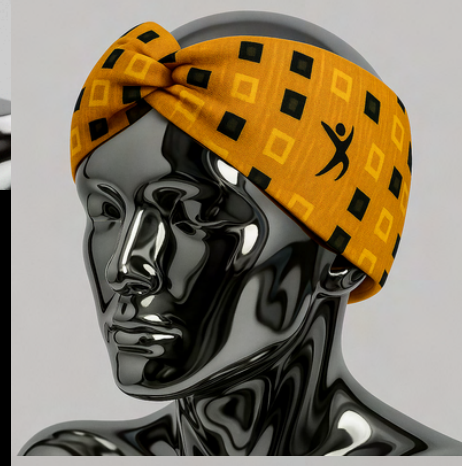
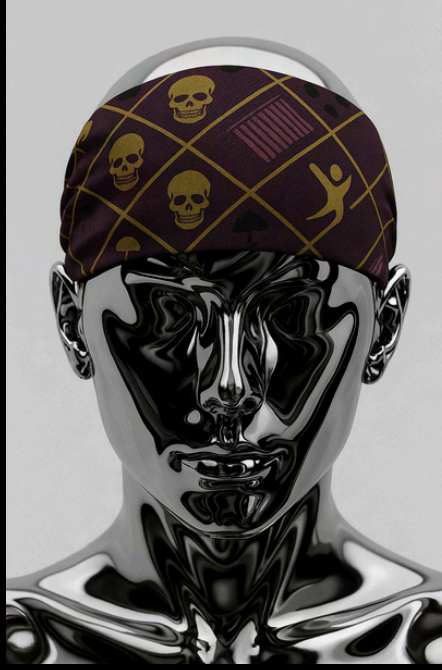
LOCATION OF PHYSICAL STORE - K11 MUSEA, HONG KONG



# YUYUSPORTS INSPECTION



# DISPLAY





**CASHIER**



**FITTING ROOM**



**DISPLAY OF HEADBAND**



**SOCK**



**OUTSIDE-DISPLAY**

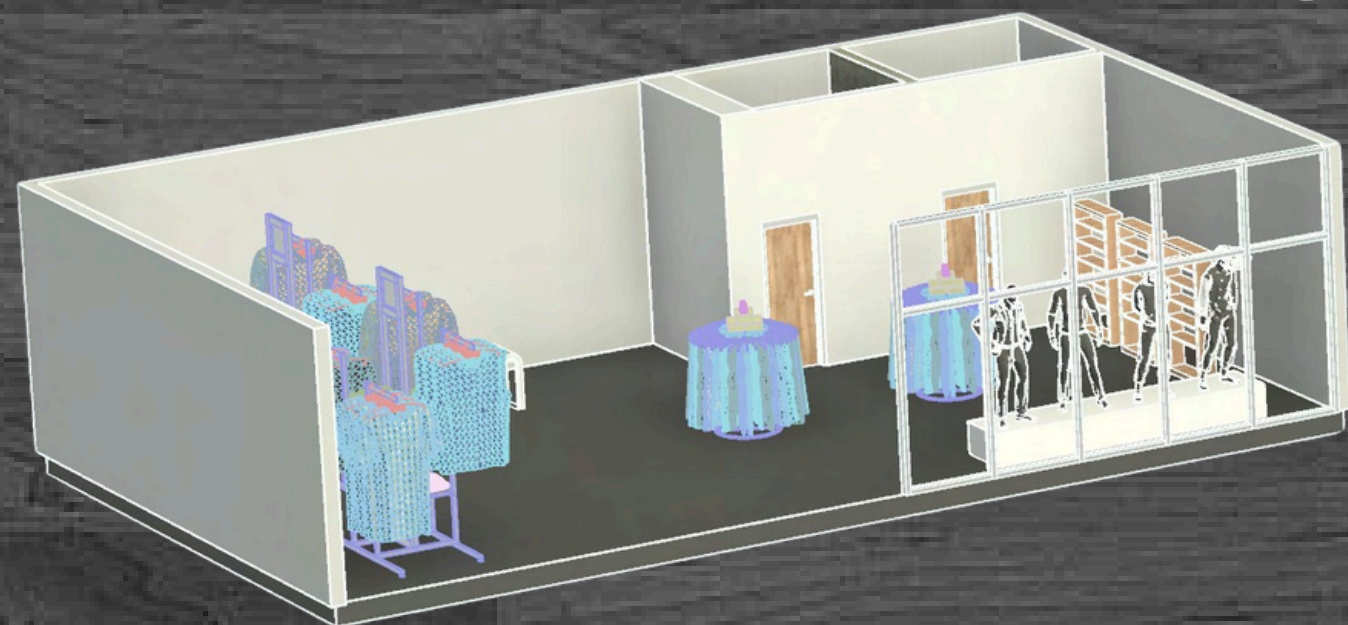
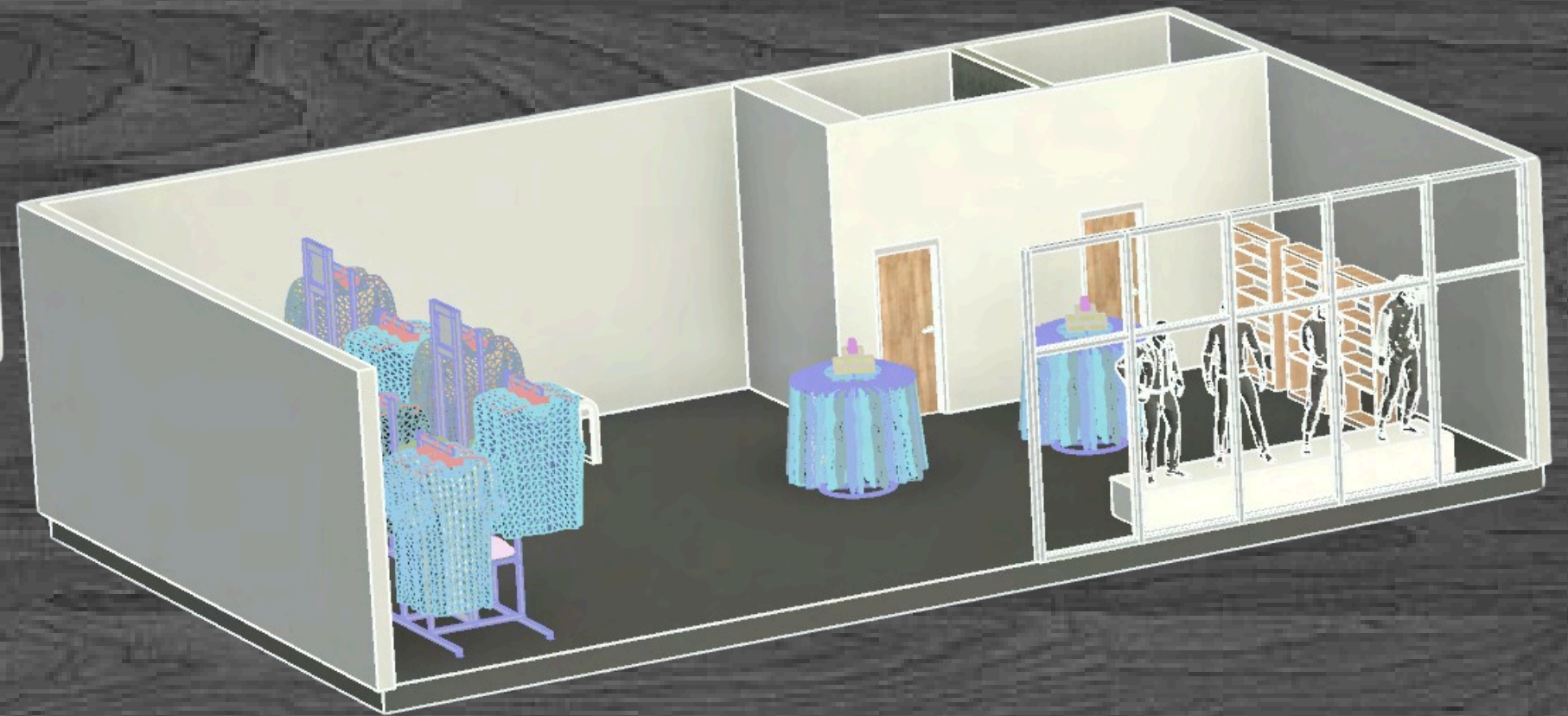
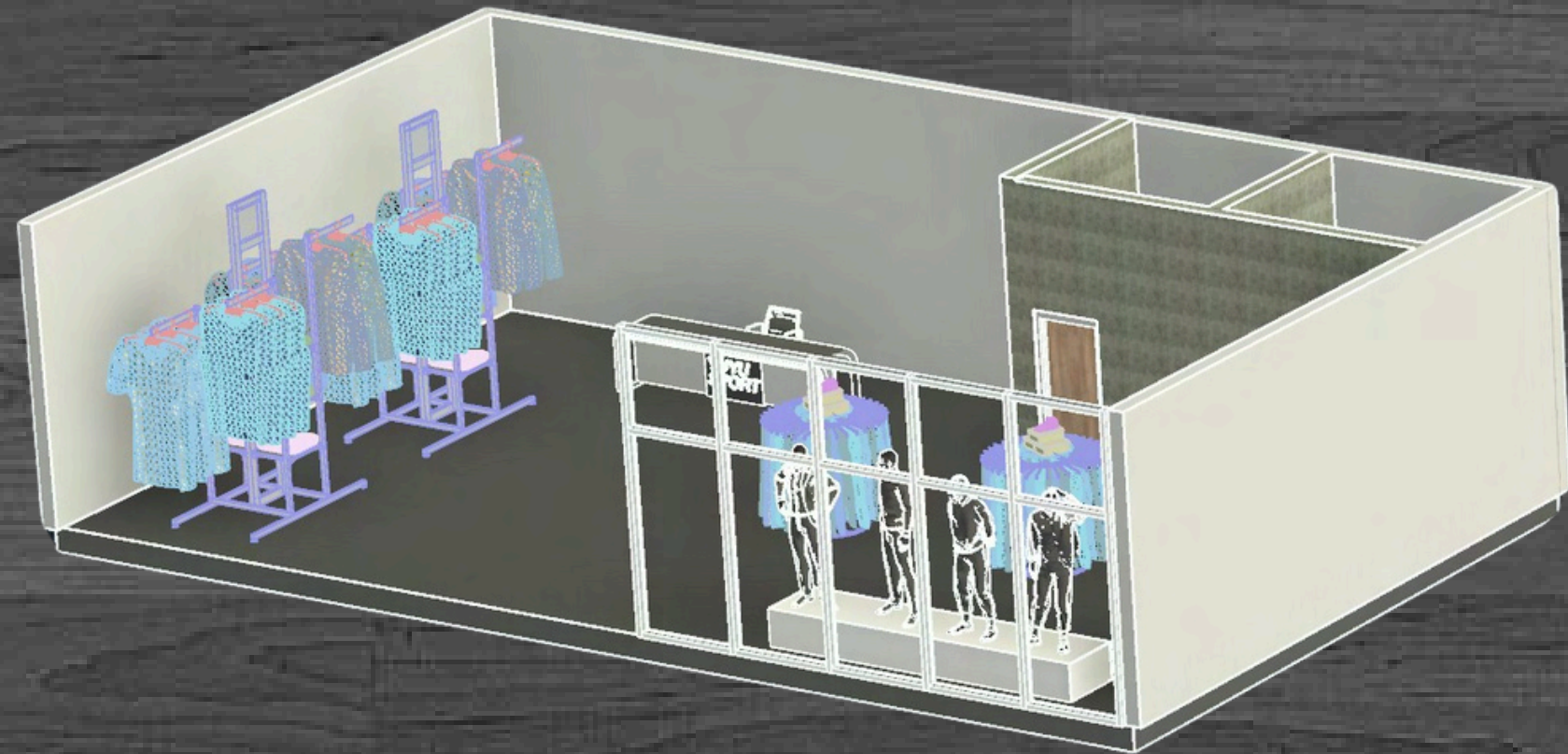


# LILITED EDITION



SHORTS

TEES



**FINAL PHYSICAL STORE DESIGN-DISPLAY**

# REFERENCE LIST

- <https://drive.google.com/file/d/1KeLxgIIEU0GtSnLNMgmh3MIXz-Z8oTgG/view>
- <https://domeiyuk9836.wixsite.com/yuyusports>

# ILLUSTRATION

- <https://pin.it/7mjpwFr7E>
- <https://pin.it/1Hj0DyO4n>
- <https://pin.it/2qToCWFdc>
- <https://pin.it/2HAFldpwo>
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