

ALO X HELMUT LANG

ELEVATOR PITCH
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Fashion Marketing year 1



Helmut Lang and Alo Yoga come together in a collaboration that embraces the lines between structure and movement, minimalism and performance.

“AloLang: Sculpted in Motion” will be a limited-edition collection that bridges the gap between minimalist premium casual wear with yoga clothing.



Helmut Lang’s legacy is based on delicate tailoring and modern design, while Alo’s is elevated activewear rooted in wellness and movement.

The aim of the collaboration is to create pieces for exercising and make a statement with the quality of the pieces. Whether you're heading to a studio or the street, this collection balances style and purpose in every detail. It’s about wearing something that feels as good as it looks—and speaks to how we live now.



Strategy.

Alo is already aimed towards affluent customers since they use a premium pricing strategy (Leggings typically range from \$98 to \$138 and outerwear can go up to \$300), meaning products are priced higher to indicate quality, brand value, and exclusivity.

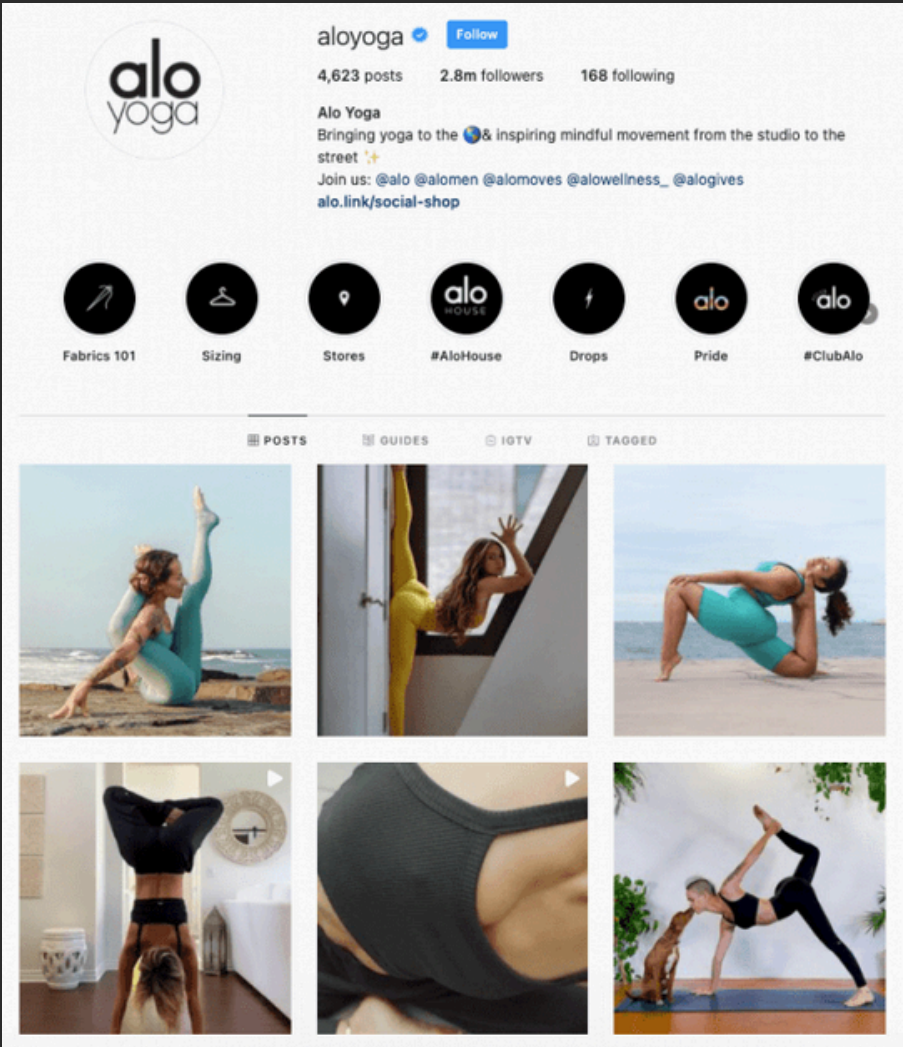
This means Alo’s customer base won’t be affected if they start selling other clothing pieces with the same prices or higher.

This collaboration will benefit both brands: Alo will gain fashion credibility through association with Helmut’s design legacy. It elevates Alo from premium activewear to a designer-function brand, attracting style-driven consumers and not just gym passionates.

The activewear space is competitive (Lululemon, Nike, etc). A Helmut Lang collab gives Alo a unique, elevated aesthetic that sets it apart with a more editorial, minimalist edge.



Helmut Lang will benefit from an expansion strategy when collaborating with Alo. Helmut will tap into the wellness and leisure market which is quickly growing. Alo's established market share gives Helmut Lang exposure to a younger, more lifestyle-driven audience. While Helmut Lang has a strong legacy, it has recently lacked social media prescence. Partnering with a brand like Alo which is very active on social media (tiktok, instagram, influencer based) strengthens its image and reinforces brand awareness, especially among Gen Z and Millennials.



Helmut`s social media, 2024



Helmut`s products are known for being innovative: they`re versatile and can change shape with movement. This would work perfectly with Alo collaboration and start selling clothing for the gym and for normal attire.





Alo Lang:

sculpted in motion- the versatility of clothing