



PROJECT

They are a women-only fitness program that specialized in delivering personalized training in a group atmosphere.

TARGET AUDIENCE

54 locations with individual owners. 4000+ program participants.

SOLUTION PROVIDED

The owners have been required to purchase their own bulk wear for “Brik Sessions” which is a 6-8 week program (sort of like an escalated boot camp). When finished with Brik, It is mandatory that the Kaia owners give the girls some SWAG. This has proven invaluable for the owners as they don’t have to figure out what to give but can order directly from the store and reduced pricing and have items ready for the girls when complete with Brik. The Kaia Girls can also go out online to purchase Apparel, bags, leggings, sweatshirts, scarves, blankets, caps/hats, etc. Our store highlights an item of the month as well as a tab for “future Kaia Girls” for infant wear.

OBJECTIVE

They came to us as they needed two stores – one for their owners and one for the KAIA Girls. They put both uniforms and promotional products on their stores. NO inventory commitment.