



# MADÈEVIL

HARNESS YOUR HERITAGE

# Aim

The aim is to create a high end alternative fitness and lifestyle brand called MadèEvil, where the product range would fall in line with brands such as Under Armour, Nike, Adidas, Gym Shark etc... However, the brands USP and individuality would come from the medieval inspired designs, such as: Coats of Arms, Celtic and Norse Knotwork and Ancient Runes, with a huge scope to expand on these further. Providing not only excellent performance and casual wear, but inspiring the customer to discover more about the history and heritage of their ancestors.



# Brand Vision

Designed in the Kingdom of Northumbria, one of the original seven Kingdoms that merged to make England and eventually forge the United Kingdom. MadèEvil is a brand inspired by medieval times, for the modern day warrior who would like to pay their respects, in remembering our heroic ancestors. “Harness Your Heritage” is our emotive brand slogan, which represents the sense of pride and the feeling of belonging the customer has, when they wear our clothing. Using influences from our past as inspiration, we aim to provide the best performance and smart casual wear for athletes who want to look their best, even when they are not competing on the field, in the ring or racing on the track.

As our brand is extremely passionate about preserving the great historic monuments, buildings and countryside, we would like to donate a percentage of profits generated to charities such as; The National Trust and English Heritage, to support and ensure the continuation of efforts to inspire and educate future generations.



# Target Market

Not only can the brand be a big hit in the combat, extreme and other sports markets, with a growing interest in the medieval period, due to the success of TV shows such as, Game of Thrones and Vikings, we feel we can attract sales from their fan base. Reaching these customers would be achieved through a targeted Facebook campaign. Game of Thrones has a Facebook following of over 23,000,000 and Vikings, over 5,400,000, so there is a potential of over 28.4 million possible customers from these series' alone. The popularity of the medieval theme can be seen in a selection of adverts created by big companies, such as: Budweiser, Dolmio and CompareTheMarket.com, who have all followed and used this extremely popular trend to sell their own products.



# Market Size

A study this year by leading US News website [www.reuters.com](http://www.reuters.com) said “In 2017, the global Sportswear market size was **£666,000,000,000** (666 billion) and is forecast to **£861,000,000,000** (861 billion) in 2025, growing at a CAGR of 3.3% from 2018.”



Nike 2018 Turnover – **£28,825,000,000** (\$36,390,000,000) 4.32% World Market Share

Under Armour 2018 Turnover – **£4,129,000,000** (\$5,213,000,000) 0.62% World Market Share

Gymshark 2018 Turnover – **£95,000,000** (\$120,000,000) 0.015% World Market Share

So, if we aim to even just get 0.01% of the market in 10 years, MadèEvil would be turning over **£66,600,000** in today's market or if the predicted growth is correct **£86,100,000**. Considering Gymshark was only established 6 years ago this is definitely achievable.

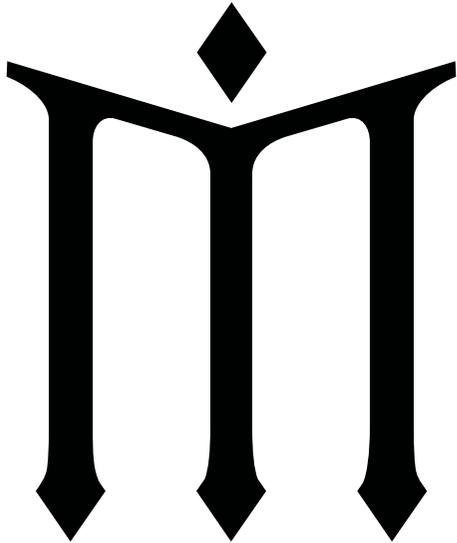
# Trademarks

We have secured the following trademarks to protect the brand...

Brand Name - MadeEvil

Brand Slogan - Harness Your Heritage

Brand Logo -



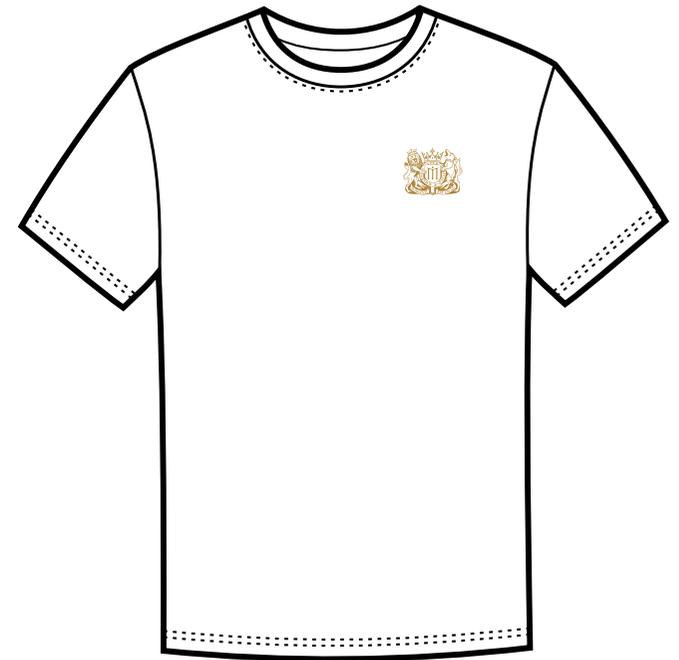
# Domains

We have secured these website urls to promote the brand on...

[www.MadeEvil.co.uk](http://www.MadeEvil.co.uk)

[www.MadeEvil.com](http://www.MadeEvil.com)

Crew Neck T-shirt Designs



Polo Shirt Designs



Celtic Knotwork Logo T-shirt



Coat of Arms T-shirt



Lion Heart T-shirt



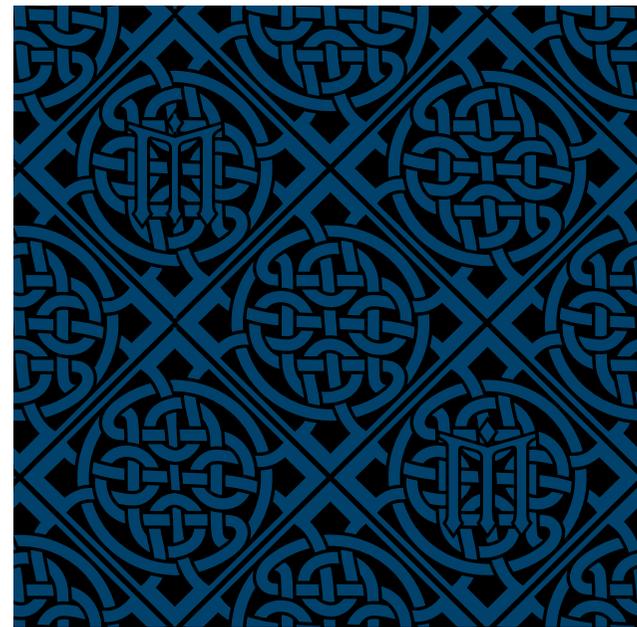
Coat of Arms and Celtic Knotwork Rashgaurd



Norse Knotwork Rashgaurd



Celtic Knotwork Rashgaurd Leggings



Norse Knotwork Rashgaurd Leggings



Compression Shorts - Celtic and Norse Knotwork



Performance T-shirt - Coats of Arms and Harness Your Heritage



THE  
WARRIORS  
OF  
THE  
MOUNTAINS

