

THIRTY FIVE

FIT FIRST. FINISH ALWAYS.

Launch campaign concept by Quantum Studios

THE BRIEF

WHAT WE SET OUT TO SOLVE

Thirty Five is entering a crowded activewear category with a clear ambition: to deliver premium workout wear that fits real bodies and feels well-made.

Our role was to design a launch that:

- Builds immediate credibility in a saturated market
- Demonstrates fit, movement, and finish rather than claiming it
- Drives early demand and momentum ahead of launch

Success is defined not just by awareness, but by belief, trust, and early action.

THE MARKET CONTEXT



WHAT THIRTY FIVE IS UP AGAINST

The activewear market is visually loud and increasingly homogeneous.

Most brands:

- Look interchangeable at first glance
- Promise “premium” without proving it
- Speak to aspiration rather than lived experience

For a new brand to break through, it cannot simply look good. It must feel different, immediately.

Everything looks the same.
Very little feels well-made.

Fit is inconsistent.
Quality is overpromised.

And many people feel excluded by how activewear is marketed.
This creates an opportunity for a brand that is willing to prove, not posture.

THE CORE TENSION

WHAT'S BROKEN IN THE CATEGORY



WHAT PEOPLE ACTUALLY CARE ABOUT

Active people are not looking for perfection.
They are looking for confidence.

They want:

- Clothing that moves with them, not against them
- Fit that feels secure across different bodies and movements
- Quality they can see and feel, not just read about

Trust is built through experience, not slogans.





WHERE THIRTY FIVE SITS

A CLEAR POSITION IN A CROWDED SPACE

Thirty Five is for people who train, move, and live in real bodies, and still expect premium quality.

It is not about looking like an athlete.
It is about feeling supported, confident, and unrestricted while moving.

This position guides every creative and strategic decision.

WHAT SUCCESS LOOKS LIKE

OUR VISION



We envision Thirty Five becoming a brand people trust instinctively.

A brand where:

- Fit feels considered
- Movement feels natural
- Quality feels undeniable

Not just something you wear to work out, but something that makes you feel ready to move.

FIT FIRST.
FINISH ALWAYS.

THE LAUNCH IDEA



The campaign is built around one clear belief:
Fit and finish should come before hype.

Instead of telling people Thirty Five is premium, we show it.

Through real bodies, real movement, and visible quality.

The idea is simple, repeatable, and built to scale.

TURNING THE IDEA INTO PROOF

A SYSTEM, NOT A SLOGAN

The campaign is structured around a clear proof framework:

- Fit Proof: how the garments sit, hold, and support
- Finish Proof: stitching, fabric, construction, longevity
- Flow / Performance Proof: how the garments behave in motion

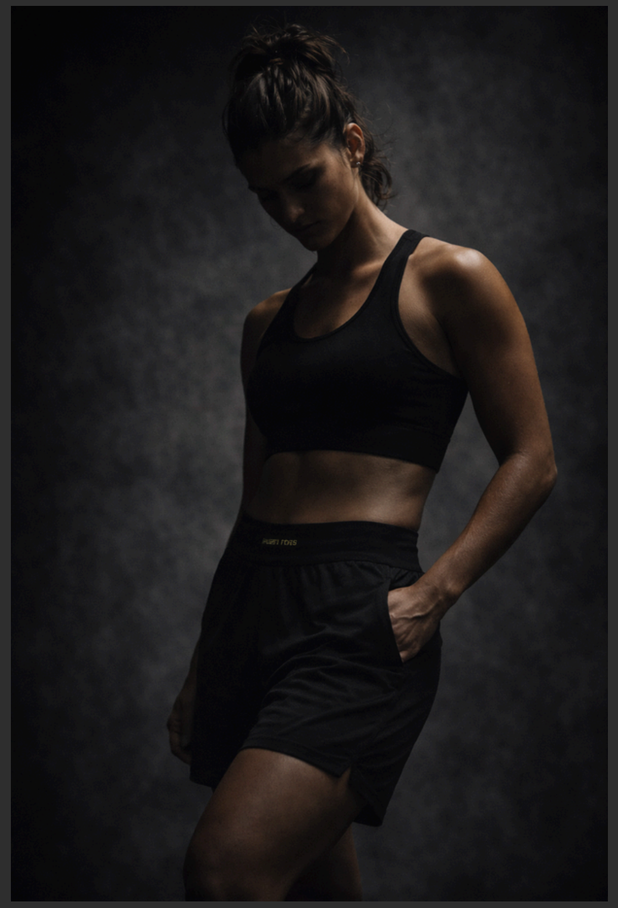
Each pillar reinforces belief through demonstration.











THE PROOF SYSTEM

TURNING BELIEF INTO STRUCTURE

The campaign is organised around a clear proof framework:

- Fit Proof

Shows how garments sit, support, and stay in place

- Move Proof

Shows performance under real movement

- Finish Proof

Shows quality, construction, and detail

- Motion Proof

Shows how the garment behaves dynamically

Each proof pillar becomes repeatable content.

THE VISUAL WORLD

HOW THIRTY FIVE SHOWS UP

The creative direction is intentionally restrained and premium.

- High-contrast lighting to highlight form and fabric
- Real casting across body types
- Minimal styling to keep focus on the product
- A disciplined colour palette with chartreuse as a confident accent

Nothing decorative. Everything purposeful.



The launch campaign includes:

- Hero visuals that establish the brand
- Proof-led imagery focused on fit, movement, and finish
- Short-form motion for social and digital
- Product-led stills that support conversion

Every asset serves a clear role within the system.

WHAT WE CREATE

BUILT FOR IMPACT AND SCALE



BUILDING MOMENTUM

FROM LAUNCH TO BELIEF

The rollout follows a three-phase structure:

- Tease: introduce proof and intrigue
- Launch: clarify the brand and open access
- Sustain: reinforce belief through repetition and consistency

Momentum is built through clarity, not volume.





DROP FOCUS: SHORTS AND TEES

STARTING WITH THE ESSENTIALS

Shorts and tees lead the launch because they are the most honest test of fit and finish.
If these perform well, everything else follows.
This focus allows Thirty Five to build trust where it matters most.

Consistency
across
touchpoints

DESIGNED TO SCALE

The collection is designed as a system:

- Consistent visual language
- Clear messaging hierarchy
- Reusable formats for future drops

This ensures the brand grows without losing coherence.





DEFINING SUCCESS

WHAT WE MEASURE

Success is measured through:

- Early access sign-ups
- Engagement quality, not just reach
- Brand recall and perception shifts

These indicators show whether belief is being built.

BUILT TO LAST BEYOND LAUNCH

WHAT THIRTY FIVE RECEIVES

The campaign delivers a reusable toolkit including:

- Creative templates
- Proof frameworks
- Content guidelines
- Rollout structures for future collections

This ensures longevity beyond a single moment.



HOW WE WORK

OUR APPROACH

Quantum Studios builds campaign systems, not one-off assets.

We combine: Strategic clarity, Creative direction, Production that scales

Always aligned to commercial outcomes.

Quantum Studios

LET'S BUILD MOMENTUM

WHAT COMES NEXT

This deck outlines a sample launch concept for Thirty Five.
Every campaign we build is tailored to the brand, the audience, and the objective.
If this direction resonates, the next step is to refine, produce, and launch.