2026 Global Internship Program

MAS Bodyline - Sports Bra COE

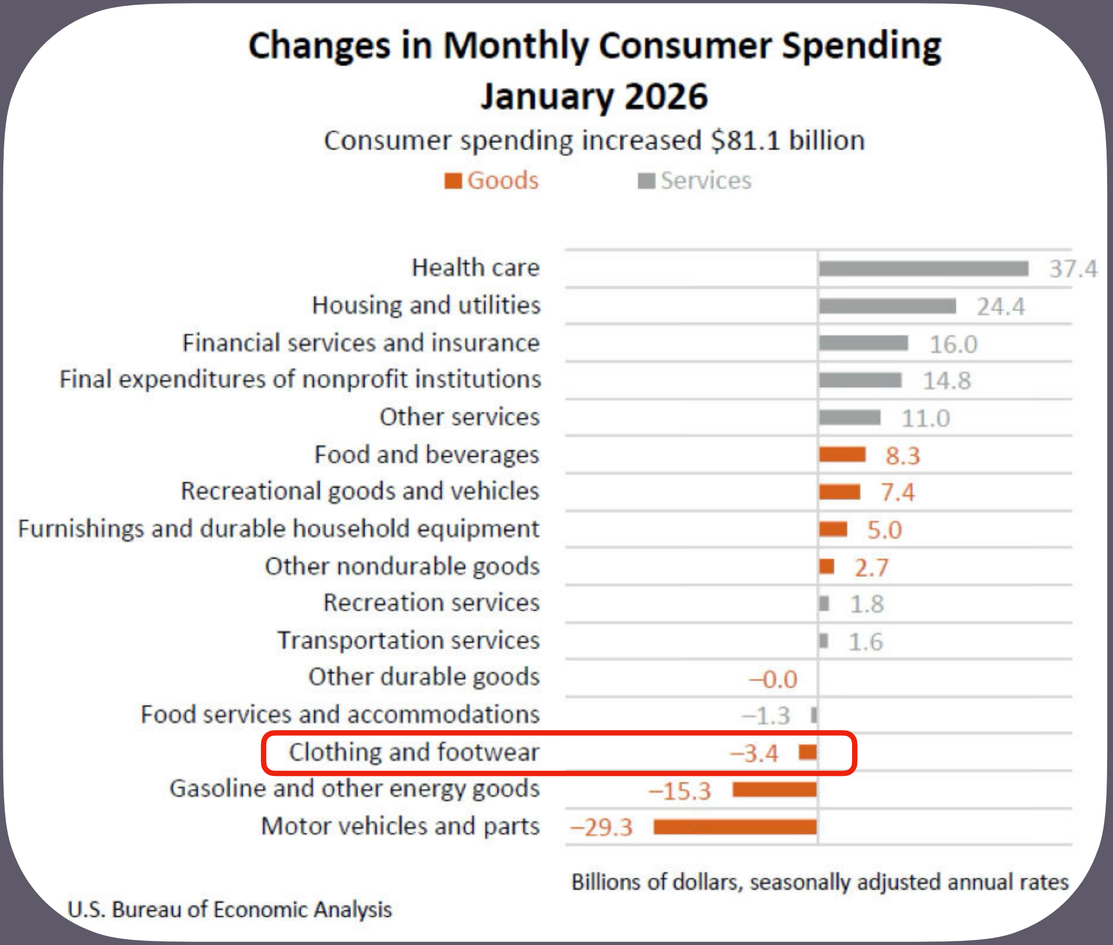
Building a sports bra from brief to prototype

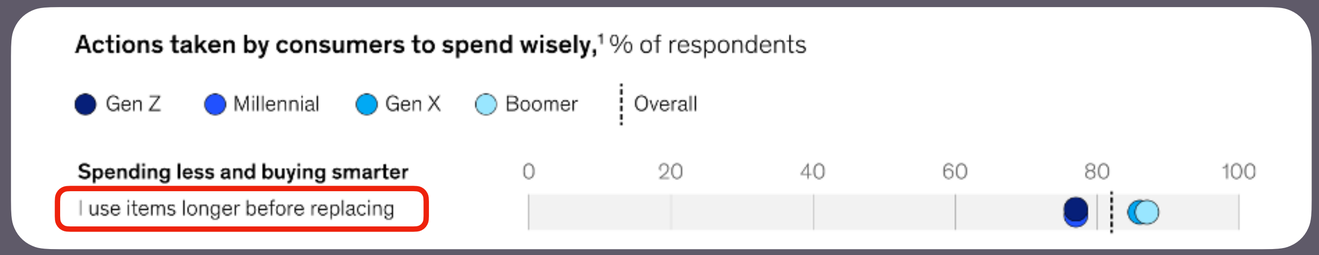


Jake Larson

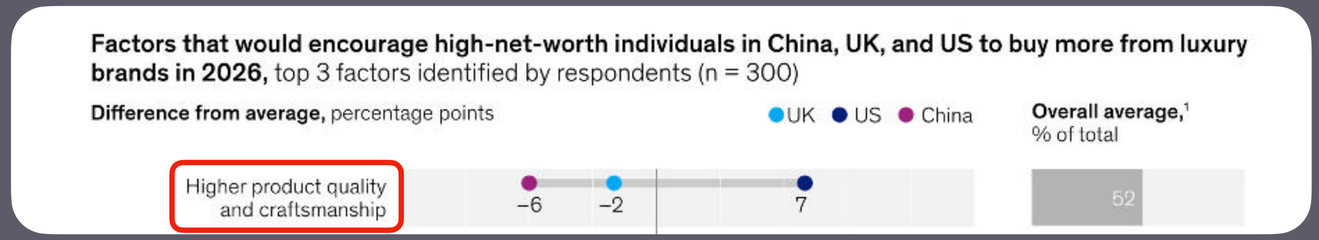
Summer 2026

consumers are spending less …





source: McKinsey - State of the Consumer 2026



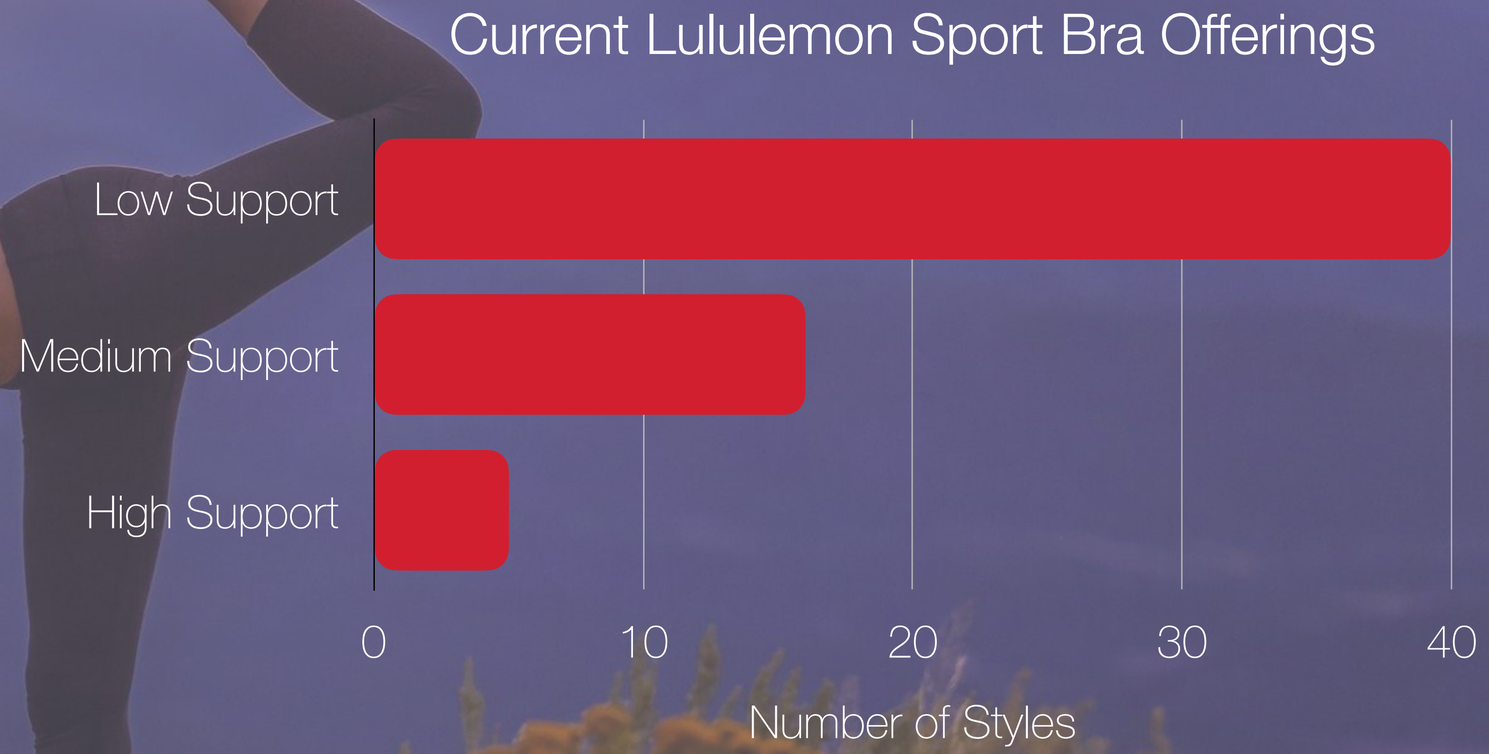
source: McKinsey - State of Fashion 2026

… so value is more important

state of

- $11.2 billion in revenue 2026
- 4.8% CAGR 2025-2026
- US growth slowing (-1% revenue)
- international success (+12% revenue)

- competitors growing fast
- still the leader in athleisure
- still best-in-class quality
- investing more in sports (tennis, golf)



sources: Lululemon 10K Report 2026, 2025 Annual Report, lululemon.com

trends

move to naturals

- environmental/sustainability driven
- next-to-skin health
- with no added cost and no loss in performance

versatile comfort

- one product, multiple use cases
- comfort is mandatory now

style

- minimal
- form fitting
- seamless



sources: Euromonitor, Performance Days, MAS

haley baker

Age: 29

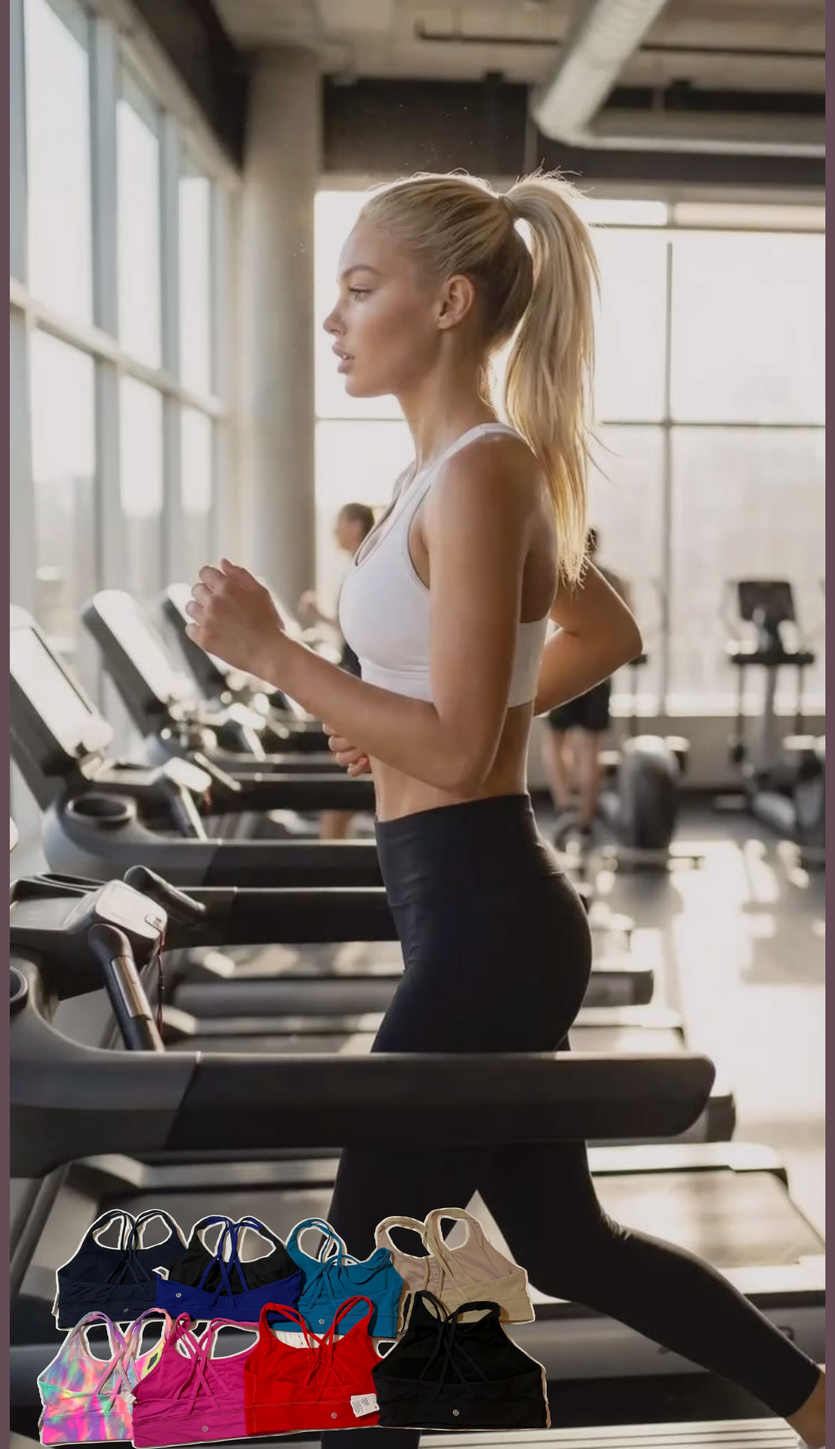
Occupation: Senior UI/UX Developer

Location: New York City

Salary: $150k, with disposable income

Lifestyle

- works out at gym 4x a week
- runs 2x a week
- does yoga and pilates for chiller days
- often get groceries, runs errands, or meets friends at coffee shops after exercise



Preferences

- values aesthetics in all aspects of her life
- looks for brands that align with her identity
- willing to pay for product that looks good and performs
- often shops online but also in stores
- uses Instagram, TikTok and Pinterest
- health-focused, and cares about sustainability and the environment

Pain Points

- **medium/high support bras used for exercise aren't comfortable for extended wear**
- **high support options look too bulky**
- **most sports bras are made with synthetic materials (nylon)**

benchmark products



Energy Bra

4.4 ★



Love

1. material feel
2. flattering look
3. support for different activities (running, yoga, gym)

Don't Love

1. tight fit
2. gape-ing
3. color bleeding

"It's my go-to gym and running sports bra and I haven't found anything that even comes close to the comfort and support while still being cute."



alo Wellness Bra

4.6 ★



Love

1. ribbed texture and look
2. support level
3. no-dig waistband

Don't Love

1. tight fit
2. material too thick
3. lack of nipple concealment



Wunder Train Strappy Racer

4.4 ★



Love

1. material feel
2. support for small chests
3. cute look

Don't Love

1. irritating seams
2. straps dig in
3. straps stretch out quickly

"I wear this for hot pilates and running/walks and I feel comfortable and supported. I have a small chest, so that's important to note. It's very comfortable and soft."

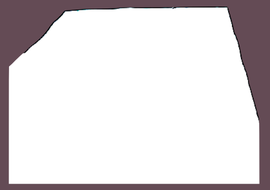
sources: lululemon.com, aloyoga.com

process

learn about sports bras and design basics



consumer insights



materials

image withheld for confidentiality



molding/bonding

create design

development meeting

pattern making (physical & digital)

sample room

1st mockup

image withheld for confidentiality

1st fit session

update design



digital product creation

image withheld for confidentiality

2nd proto & fit session

timeline: 5 weeks!

what I learned

- the amount of skill and expertise from manufacturing side
  - product teams, technical expertise, planning, operations

- the details that go into every aspect of a garment (yarn, trims, elastics, etc.)

- the vast amounts of innovations that manufacturers and suppliers drive

- having knowledge of manufacturing can help make better designs

- small changes can have a big effect on feasibility and bulk production

- MAS goes above and beyond for employee and environmental care

- relationships go a long way