



# She Loves Sports: Sporting Goods for Women and Girls

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## Our Proposal Aims at:

- ⚖ Appeal for equipment designed for female
- ⚖ Make the real need of female and how it can be profitable a fact to the public and the industry
- ⚖ Promote more reports on female athletes

### OUR PROPOSAL AROUND PERSUASION

Sports gear for women is often pink version or smaller version of male sports gear. In a study involving 350 female football players from 16 elite teams, it was discovered that eighty-two percents experienced discomfort, with a fifth resorting to personalizing their footwear for enhanced comfort.

The absence of female sports equipment bring a series problems. First, sexism in sports is deepened. The more severe the gender discrimination, the fewer sports gear options there are for women, leading to a decreased female participation in sports, thus exacerbating gender bias.

To persuade we need statistics. The global women's activewear market was valued at USD 20.6 billion in 2022, growing at a CAGR of 21.6%, and in China, ,in extreme sports merchandise booking, female players accounted for more than 60% of all,the number of orders is nearly twice as much as that of men.

To persuade we also need narratives. In combat sport your first line of defense is creating that shock absorption through the power of your own body.which is compressing your hand into as close of a perfectly formed fist as you can.If you're wearing a glove that's two sizes too big, how on earth can you possibly do that?

### BACK IN HISTORY

In an analysis of more than 1,300 studies in sport medicine, only 8% of published studies focus solely on women, while there do exist much difference in biological structure between gender. For instance, women have a much more variable sizing from the knee down than men do, thus they deserve tailored shin guards yet there were no studies on how to make a suitable fit for women.



### WOMEN MARKET

Purchasing rate    **200%**  
IT's worth        **20.6 billion**

### IT IS NOT UNTIL 1977

In 1977, Jobra shows the the need for a supportive garment to help reduce breast movement as women ran,

### TWO PHOTOS ABOVE

Photo on the left: It was believed that women wearing trousers or jeans is foul, thus women had to wear dress in tennis.

Photo on the right: Women's wear and Men's wear in football



NO PERSON IN THE WORLD SHALL, ON THE BASIS OF SEX, BE EXCLUDED FROM PARTICIPATION IN, BE DENIED THE BENEFITS OF, OR BE SUBJECTED TO DISCRIMINATION UNDER ANY EDUCATION PROGRAM OR ACTIVITY RECEIVING FEDERAL FINANCIAL ASSISTANCE.