

PROJECT TEMPLATE / EXAMPLE

Line plan • 3 concepts • merchandising • photoshoot

This is the shape of the designer deliverable. Worked example uses the Nunzi CORE starter kit. Swap the category set when you brief. The deck stays the same.

Bag

Booty bands

Ankle strap

Crop / pump cover

Hat later

WHAT YOU ARE LOOKING AT

This is the deliverable. Not a moodboard dump.

01 • LINE PLAN

The kit, locked

Every SKU has a job. The designer does not add categories. They make this set feel like one thing you want to own.

02 • CONCEPTS

3 stories, not 3 colorways

Each concept is a different narrative across the same 4 pieces. Pick one. Do not blend them.

03 • WORLD

How it sells

Merchandising frames + a photoshoot board so sampling, PDP, and Nunzi's content all pull from the same picture.

Bar: if you cannot tell the story from the flat lay alone, it is not done.



LINE PLAN

The kit is the product.

Four pieces, one bag, one story. Sold as a starter kit first. A-la-carte later if the drop earns it.

01 Canvas drawstring bag

Hero vessel. Unboxing. Content prop.

02 Thick booty bands

Daily driver. 3 tensions. Highest use.

03 Ankle strap

Cable work. Makes it training gear, not fan merch.

04 Crop or pump cover

Same graphic, two bodies. Pick one for v1 sample.

05 Hat **optional**

Not required for kit v1. Fine in the picture as later.

Each SKU has a job and a decoration method.

PIECE	JOB IN THE KIT	GRAPHIC REAL ESTATE	HOW IT GETS MADE
Canvas bag	Billboard + carry + unbox	Front lockup, back mark, interior tag	Screen print on canvas
Booty bands	The thing they use every session	Woven end-tag. No giant print that cracks.	Woven label + optional heat transfer
Ankle strap	Proof this is gym equipment	Small brand on pad + hardware color	Woven / heat transfer, color-matched buckle
Crop / pump cover	Wearable story. Content uniform.	Chest mark + full back. Same art, two cuts.	Screen print. Soft hand. No POD plastisol brick.

Do not: add hoodies, joggers, or a 12-SKU fashion line. The playbook already lost the moment it looks like Lululemon.



MERCHANDISING

The bag is the store.

Every photo starts with the dump. Locker bench, gym floor, car seat, living room. Ipsy energy: you open it, the kit spills, you already know how to use it.

PDP · bag hero, then dump, then on-body

Content · Nunzi opens it on camera. Same dump every time.

Live / gym · matching bags in the room. Instant team.

PICK ONE STORY

Same kit. Three different reasons to want it.

CONCEPT A

PEACH NATION

You are on the team. The kit is the uniform.
Mascot + wordmark. Matching bags in the gym.

CONCEPT B

GLUTE CAMP

This is training gear. Show up. Do the work.
Utility marks. Product-in-use is the campaign.

CONCEPT C

GET EXCITED

The catchphrase is the graphic. Type as
product. Studio flash. Content he can post as-
is.

CONCEPT A

PEACH NATION

Story: you bought in. The bag on your back is the membership card. Graphics are crest + mascot + PEACH NATION, not a random collage of puns.

BAG

Mascot lockup front. PEACH NATION stacked back. Interior woven tag.

BANDS

Woven PEACH NATION end-tag. Teal / yellow / magenta by tension.

STRAP

Small crest on the pad. Teal hardware. Quiet on purpose.

CROP

Left-chest crest. Full-back PEACH NATION. Same art on pump cover.



HOW IT MERCHANDISES

Matching bags in the room.

Shoot the crew, not the still life. If three people walk in with the same bag, the brand is working. This is the PDP lifestyle, the ads, and the gym-floor proof.

Photoshoot: group, gym, joy, bags visible. Nunzi in 2 hero frames with members, not a solo celebrity pose.

CONCEPT B

GLUTE CAMP

Story: this is equipment. The graphic system is utility: GLUTE CAMP, numbered tensions, stripes, a mark that survives sweat. Less cartoon on the bands. Mascot lives on the bag only.

BAG

GLUTE CAMP wordmark. Mascot as a small stamp, not the whole bag.

BANDS

Tension numbers 1 / 2 / 3. Woven. Built to be seen on camera in a set.

STRAP

Hero of this concept. Brand on the pad. Shot clipped to the cable.

CROP

Small chest mark. Back: SHOW UP. Training shirt, not a souvenir.



HOW IT MERCHANDISES

Product in use is the ad.

Close enough to read the strap and the band. Sweat is allowed. Posing is not. This is how you stay out of fashion and stay in gym.

Photoshoot: cable kickbacks, hip thrusts, banded walks. One subject. Documentary light with a magenta gel accent. No smiling-at-camera catalog.

CONCEPT C

GET EXCITED

Story: the catchphrase is the drop. Type is the graphic. GET EXCITED on the crop. GET THICK on the bag. PEACHES AHOY as the inside joke on the tag. Loud on purpose.

BAG

GET THICK as a billboard. Magenta field, yellow type, black cartoon outline.

BANDS

Woven GET EXCITED. Color = tension. The tag is the content close-up.

STRAP

Small YOU RISE UP. Does not compete with the crop.

CROP

Full-front GET EXCITED. Back blank or a tiny peach. Type has to slap on camera.



HOW IT MERCHANDISES

Studio flash. Poster energy.

Magenta cyc. Hard beauty dish. Jump, laugh, swing the bands. These stills should look like a frame Nunzi can drop on TikTok without a crop.

Photoshoot: seamless, no gym clutter. Two subjects max. Leave wall space for type overlays in post if the garment type needs a boost.



PHOTOSHOOT

One set. Three jobs.

Build a magenta world with real gym props in it. Not a gray loft. Not a wellness studio. The set should merchandise the kit the way a drop page would: bag on the bench, bands in a stack, crop on a hanger, strap clipped to a cable.

If the set looks like a store you want to walk into, the ecomm page will too.

PHOTOSHOOT

Shot list. Twelve frames. That is the whole drop.

KIT

- 01 Overhead line-plan flat
- 02 Bag dump / unbox
- 03 Stacked bands + strap detail
- 04 Hangtag / woven label macro

ON BODY

- 05 Crop front, standing
- 06 Crop back, walking
- 07 Bands during a thrust
- 08 Strap clipped to cable

WORLD

- 09 Crew with matching bags
- 10 Nunzi + one member, hero
- 11 Studio flash jump (content)
- 12 End card: kit + type

Casting: Peach Nation women first (the 80%). Nunzi in 10 and 11 only. Real bodies. No catalog fitness models who look like they have never done a kickback.

Light it like a party, not a supplement ad.

Do

Hard flash. Magenta gel. Yellow kick. Teal shorts as the cool side. Skin looks alive. Color stays LOUD.

Do not

Soft wellness light. Beige gyms. Smoke. Streetwear crouch. Anything that could be Gymshark or Lululemon with the logo swapped.

Content handoff

Vertical crops of 09–11 for TikTok. 4:5 for IG. 16:9 for the drop page. Same shoot, three masters.

DONE

What the designer turns in.

This deck (line plan + 3 concepts + merch + shoot board).

Print-ready art on the bag as the hero SKU.

Placement notes per piece (size, method, color count).

Mascot placed, not redrawn. We supply the vector.

One recommended concept, with the other two as options.

A 12-shot list the photographer can run in a day.

You send the category set. They send this.