

SET Active

SET
ACTIVE

Relatable & Fashion Forward



We all wish we could be as stylish as @fionaskye in Sculptflex box-cut bra in Olive. How do you like to style your SET?

#athleisurestyle #athleisurely
#streetwearbabe #girlsonkicks
#setactive



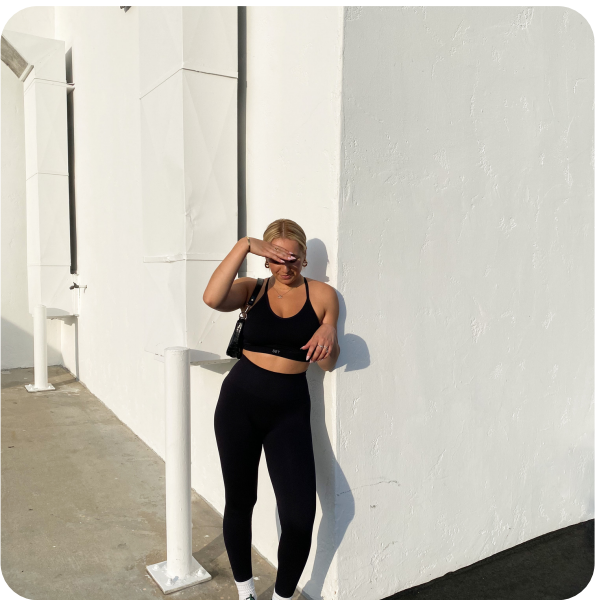
Best friends that wear matching SET together stay together ♥ Tag your best friend you wanna twin in SET with.

#meandmybestfriend#activewear
set #bestfriendstyle #bffashion
#setactive



@terraron is rocking our new color Sand. What do you guys think of the new color? We cant wait to see more of you rocking it.

#sportsbra #setactive
#upcloseandstylish
#minimalarchive



When in doubt, onyx luxform has your back. We love the all black look @fionaskye is sporting, what's your go to set sweat?

#styleinspiration #fashionig
#igstylediary #myoutfitoftheday
#fashionbabes #setactive



The SET offices are cute, but even cuter with our very own @nikcki_shea sporting a full SET outfit in Olive. We love getting to share the behind the scenes of what goes into making our SETs. What more BTS content do you guys want to see?

#athleisurewear #matchingset
#mirrorpics #setactive



Lazy day calls for us to pull out our SET sweat sets!

#loungewear #myloungelife
#cozyoutfit #athleisurelook
#athleisureapparel #setactive



A smoothie and Sculptflex, what more could you want! Let us know what you've been enjoying in your SET 😊

#activewearforwomen
#fitsonpoint #styleiswhat
#matchingset #setactive



We love seeing our sisters in SET out and about. @iitskatherine looks amazing in our Luxform biker shorts and Scoop Y bra in Dune. Make sure to tag us on your next adventure in SET and you might be featured

#inspoforallgirls #sportyoutfit
#workoutset #ootdfashion
#setactive



We love the core colors in our wardrobe just much as you! What color do you want to see in your closet next??

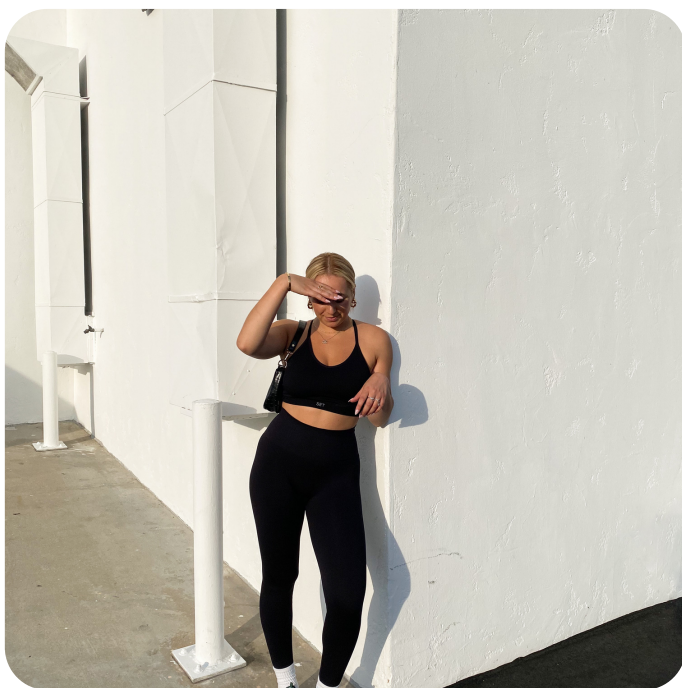
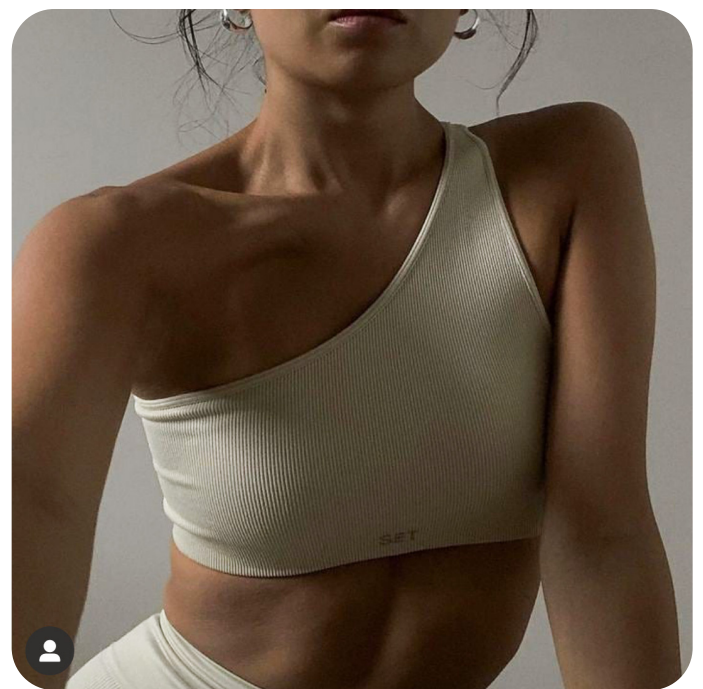
#setactive #sportsbra
#dreamcloset #closetgoals
#closetinspo

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For my feed, I wanted to rebrand what SET Active currently does with their social media to make it more personal to their customers. The success SET has seen in the past 4 years can be partially credited to the cult fanbase they have created who loves their brand for the clothing and aesthetic. I wanted to maintain their neutral-toned feed/aesthetic while utilizing more content that showcases the fans themselves. As a fan of the brand, I see their pieces worn in many different styles and wanted to showcase and give a more personable look into their clothes and how their fans wear them. I feel that creating a more personable aesthetic for the brand it will allow the fans to feel even more connected. This also allows for more savable content for people to use as their own inspiration and help increase their post-engagement which I feel like they currently don't focus on.

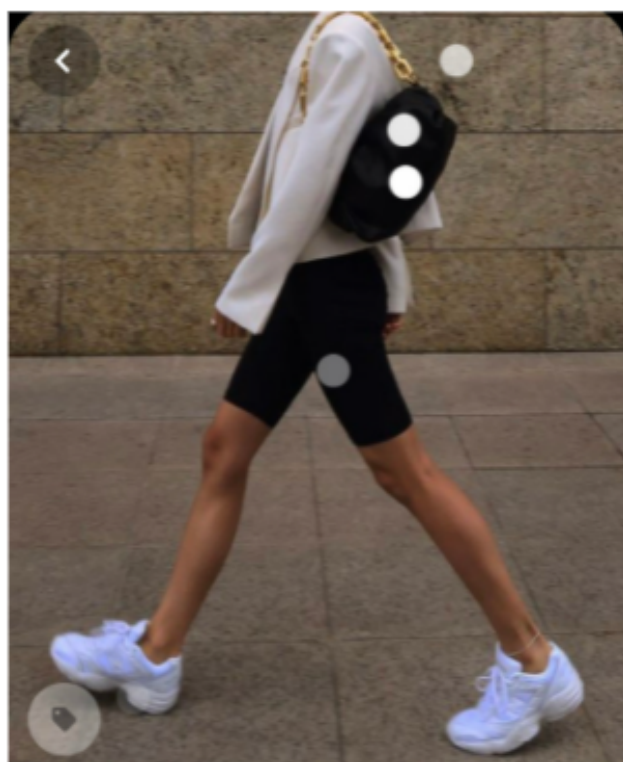
full view of the feed



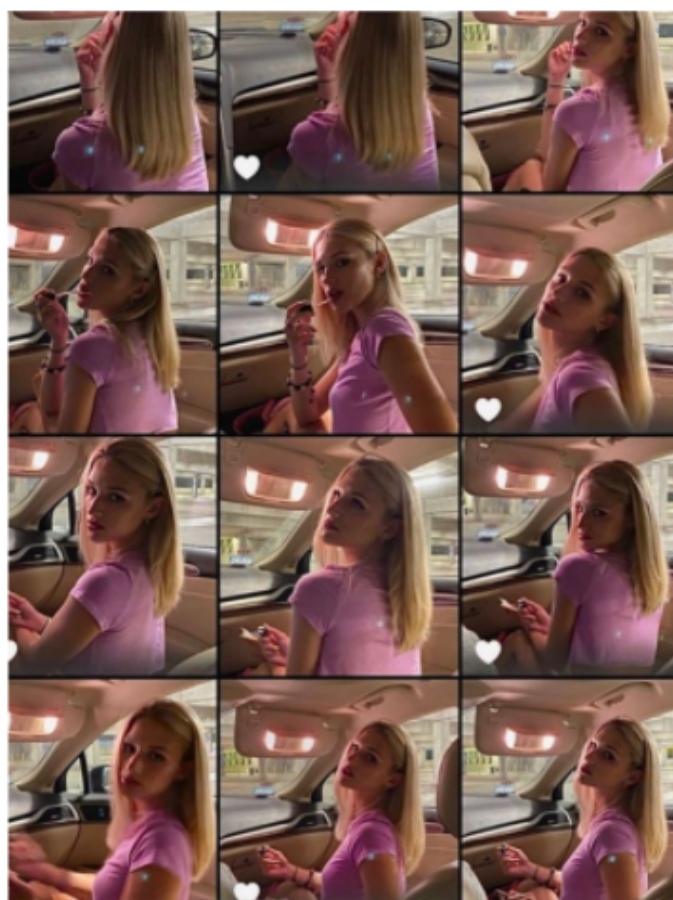
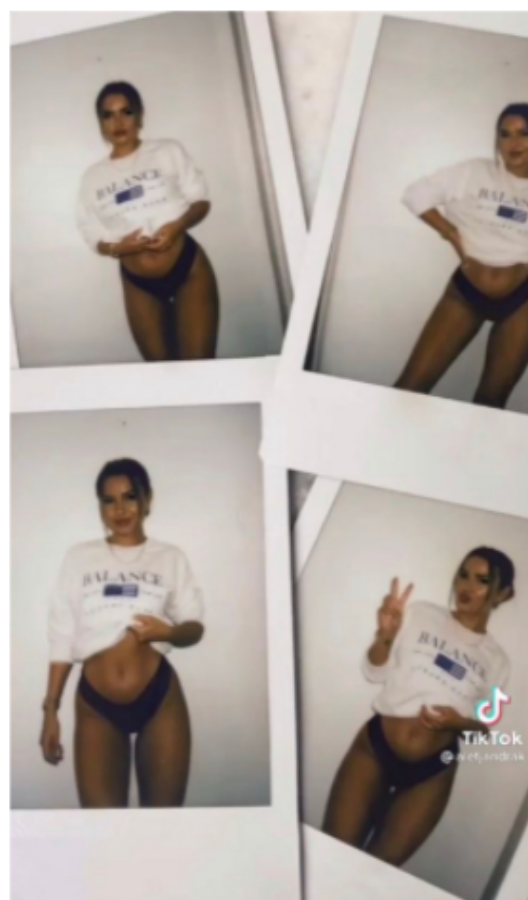
@obtainingocial

I wanted to add in the inspiration I used for this feed. I shot and edited most of these pictures and wanted to show my behind scenes of how I went about these shots. I'm only including the inspiration for the pictures I shot and edited :)

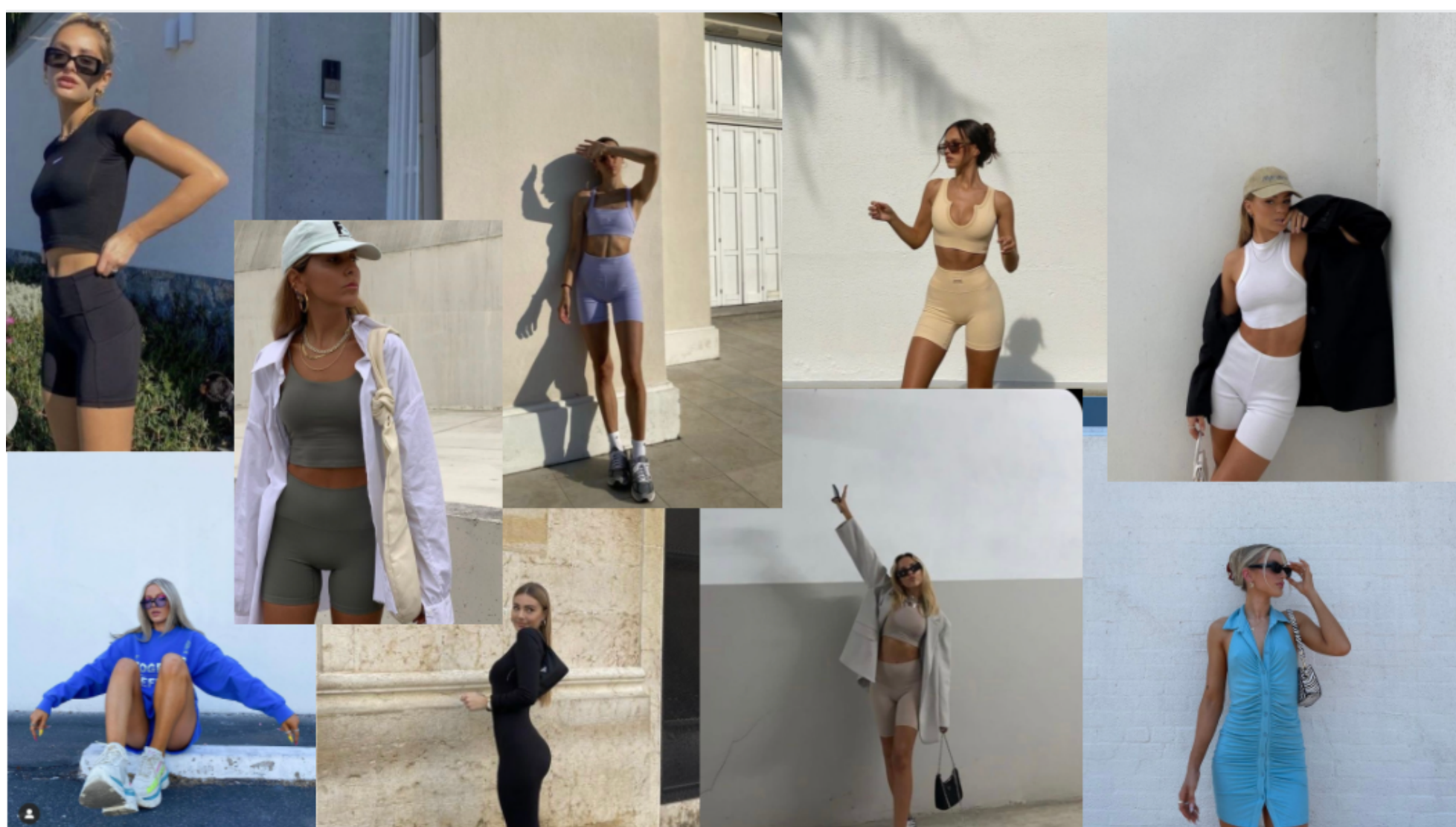
PICTURE 1 INSPO



PICTURE 2 INSPO



PICTURE 4 INSPO



PICTURE 6 INSPO



PICTURE 7 INSPO



PICTURE 9 INSPO

