

Mirror T-shirts for women boxers

JWT Johannesburg has 'mirrored' some inspirational messages on T-shirts for women taking up the newest gym craze, boxing.



"The client is Everlast, synonymous with professional boxing equipment and boxing greats," explains Davina Wertheimer, business unit director at JWT Johannesburg. "The idea is a tongue-in-cheek slogan, printed backwards on a T-shirt which elicits a reaction from the wearer."

Wanting to welcome women to the Everlast brand over a 1 000 branded T-shirts were printed and handed to new women members joining suburban boxing gyms.

"But there is a twist, the 'inspirational' lines printed on these T-shirts are back to front - or mirrored - so the only way you can read them is to stand in front of the mirror. Perfect inspiration, the client believes, for when women are mirror boxing."

More than 50% of a boxer's training is 'mirror-training' involving exercises where a boxer scrutinises her technique in a mirror whilst shadowboxing.

Increased response



With lines like 'shouldn't you be in the kitchen?'; 'you sting like a butterfly' and 'are you training for a pillow fight?' the T-shirts have had a good response. Over 450 calls from the public were received within two weeks of the T-shirts being distributed asking where they can be purchased.

"There has also been exposure in five local sporting and fitness magazines reaching over 100 000 female readers, which has led to the client featuring these T-shirts in its 2011 range of women's boxing attire," adds Wertheimer.



With this knock out blow, the client believes it is winning the hearts of women boxers and encouraging them to dance like butterflies and sting like bees.