

# CASE STUDY



## THE COMPANY:

Scottish Borders based fashion designer and keen mountain biker Alex Feechan identified a gap in the market for well fitting, functional and stylish mountain bike clothing for the female market. She had an idea to develop an innovative stretch-fit denim short, with a view to expanding to a full range of women's mountain biking apparel.

**FINDRA**



## SUPPORT ACCESSED:

Alex first linked up with the project when she attended an Innovation Clinic in 2012. Here she found out about the support available to Scottish businesses through academia, Scottish Enterprise, Sporting Chance Initiative and Business Gateway. As she further developed her ideas Alex held a series of Focus Groups at Mountain Bike Centre of Scotland, gaining valuable feedback from female riders to help validate her ideas and confirm her branding. Alex also took advantage of the project's organised trips to Eurobike – Europe's largest bike show – initially in her research phase and subsequently to launch her first collection.

## OUTCOME:

In December 2014, FINDRA launched their first range of fashion-led, performance driven women's mountain biking apparel range. The range includes stretch fit denim shorts, cowl neck merino jumpers, buffs, t-shirts and socks. The launch collection was showcased in Germany, London, Edinburgh and the Scottish Borders with the full range available to purchase online at [www.findra.com](http://www.findra.com).

## AWARDS:

Founder Alex was crowned 2015 SBIA **Sports Entrepreneur of the Year**. Her merino cowl neck sweater received a coveted recommendation from **Singletrack Mountain Bike Magazine**.



*"I had a fair idea of what I was hoping to achieve with a women's specific range of mountain bike apparel. However, attending the innovation clinics was very useful to understand the level of support offered to Scottish businesses through academia, Scottish Enterprise, Sporting Chance Initiative and Business Gateway. The focus groups held at Mountain Bike Centre of Scotland were also really useful in further validating my ideas and giving me the encouragement to continue to develop my ideas."*

- Alex Feechan, FINDRA

**The Mountain Bike Centre of Scotland is Scotland's national centre for mountain biking innovation and excellence. From our base in the Scottish Borders, we support businesses of all sizes in developing world-class mountain biking products and services.**

**Danny Cowe, Business Development Executive**

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