

SWAG DIMENSION

CASE STUDY · GYMS, FITNESS STUDIOS, PERSONAL TRAINERS, AND WELLNESS BRANDS

FOR GYMS, STUDIOS & FITNESS BRANDS

Members in your logo, every workout

Open a permanent gym apparel store. Member tees, hoodies, hats, and challenge merch — all on-demand. Members order; we ship; you keep the markup. Zero inventory in the lobby.

Before & after

BEFORE

- Bulk T-shirt orders that leave a stack of XLs by the front desk
- Manual size collection at the start of every challenge
- No way to ship apparel to members who travel for workouts
- PR-celebration shirts that arrive 4 weeks after the PR happens

AFTER

- Always-open member apparel store on your subdomain
- Challenge-specific campaign stores with deadline-driven artwork
- PR / milestone gear: hit a PR, get a \$20 credit, pick a shirt
- Drop-ship directly to member homes — perfect for travel members

Programs they run

Member apparel store

Studio-branded hoodies, tees, hats, and water bottles. Members pick their gear and we ship. New members get a \$25 welcome credit.

Challenge & program merch

Open a 6-week challenge store with custom artwork. Participants buy at registration; everyone shows up day one in the same shirt.

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PR & milestone gear

Hit a PR, win a comp, finish a challenge — auto-issue a credit. Member picks a celebratory hoodie. Brand impression at the highest emotional moment.

Instructor & coach uniforms

Branded polos and tees for instructors. Each coach gets a quarterly allowance; they pick what they actually wear teaching class.

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Proof

“Members in our merch outside the gym is free marketing. Now they actually have gear they want to wear because they picked the design and color.”

— Pilot studio #1, Owner, boutique fitness studio

Frequently asked

Can we restrict the store to active members only?

Yes. Use email-domain restriction with your member database, or import a CSV of active member emails. Members lose access when they cancel; you control the audience.

How do PR / milestone credits work?

Issue credits manually via dashboard or via Zapier when a PR hits in your gym software (Wodify, MindBody, etc.). Members get an email with a redeemable code.

Do you offer performance fabrics for athletic gear?

Yes — moisture-wicking polyester tees, performance hoodies, and athletic shorts. Bella+Canvas, Sport-Tek, and Champion blanks all available.

GET STARTED

Open your brand store, free.

Bring your logo. Live store with real product mockups in under 10 minutes. Stripe Connect auto-payouts to your org bank account. No inventory, no minimums, no setup fees.

swagdimension.com/business/register

Or book a 15-min walkthrough at swagdimension.com/demo