

Athleisure Brand GEO Visibility Report Across AI Engines (2026)



Executive Summary

- **Lululemon leads AI mentions:** *Lululemon is the most-cited athleisure brand across AI engines, signaling its dominant mindshare and premium positioning in AI-generated answers. This prominence translates into strong brand visibility whenever users ask for top activewear options.*
- **Nike & Adidas maintain broad influence:** *Global giants Nike and Adidas rank in the top four for mentions, reflecting their ubiquitous presence. AI answers frequently include them as go-to brands, underscoring their enduring influence in athletic and casual wear recommendations.*
- **Emerging men's brands gain traction:** *Brands like Vuori and Rhone (premium men's athleisure) appear in the overall top five, indicating that AI platforms spotlight these up-and-coming labels. This suggests rising brand influence among tech-savvy consumers seeking quality men's activewear.*
- **Mix of performance and lifestyle:** *The top-mentioned brands blend performance-focused (Under Armour, New Balance) with lifestyle-oriented (Athleta, Public Rec) offerings. AI answers highlight both technical athletic gear and versatile everyday apparel, suggesting that successful brands balance functionality and fashion appeal.*
- **Media drives brand narratives:** *AI-generated answers heavily draw from editorial sources (Men's Health, FashionBeans, Forbes, etc.), which shape brand portrayals. Being featured in influential media increases a brand's chances of being mentioned by AI, emphasizing the importance of PR and media presence for brand influence.*

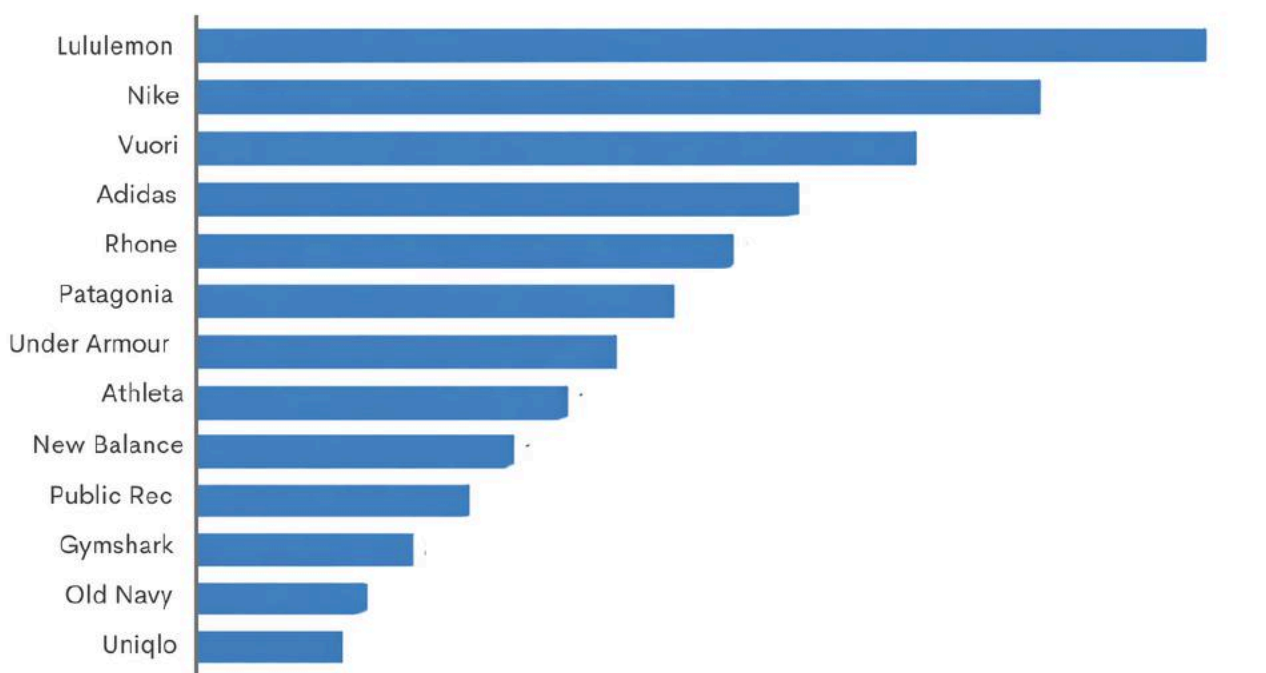
- **Official sites underutilized as sources:** Many brands are frequently mentioned without their own websites being cited. For instance, New Balance is referenced 125+ times but never via newbalance.com in citations. This visibility gap suggests AI relies on third-party content, which can dilute brand-controlled messaging.
- **Platform differences are stark:** Each AI platform exhibits a unique “personality” in brand mentions and sources. Microsoft’s Copilot cites numerous sources per answer (often 10+), while Meta’s and Gemini’s answers mention many brands with minimal citations. Such disparities imply differing AI answer strategies – from highly referenced summaries to concise, knowledge-based lists.
- **Opportunity to boost brand authority:** Brands with high mention counts but low official-site citations (e.g., Rhone: 189 mentions, 1 citation) risk losing traffic and authority in AI answers. Ensuring rich, SEO-friendly content on brand sites (and partnerships with top media) could close this gap, guiding AI to cite official channels more often.

Top Athleisure Brands Mentioned

The analysis shows a clear hierarchy of which athleisure brands dominate AI answers. Lululemon tops the list by a wide margin, followed by Nike, Vuori, and Adidas – indicating that premium and established athletic brands are at the forefront of AI-generated content. Niche but growing brands like Rhone and Public Rec also secure spots in the top ten, reflecting their rising profile in the men’s athleisure segment. The chart below illustrates the top 15 most-mentioned brands and their total mention counts across all AI platforms:

Top 15 brands by total mentions in AI-generated answers.

Top 15 Athleisure Brands by Mentions



Overall Top 15 Brands (mentions): Lululemon (404), Nike (345), Vuori (299), Adidas (258), Rhone (189), Patagonia (188), Under Armour (160), Athleta (132), New Balance (125), Public Rec (108), Gymshark (82), Old Navy (81), Uniqlo (77), Cole Haan (76), Everlane (75). These results show a mix of activewear specialists and general apparel brands, with Lululemon clearly in a league of its own in terms of visibility.

- **By AI Platform – Top 10 Brands:** Each AI platform has its own flavor in brand recommendations:
 - **Google AI Mode:** Lululemon, Vuori, Nike, Rhone, Adidas, Patagonia, Athleta, Public Rec, Under Armour, Peter Millar. (*Skews toward premium and performance labels, e.g., Vuori nearly ties Lululemon.*)
 - **Microsoft Copilot:** Lululemon, Nike, Vuori, Adidas, Patagonia, Rhone, Amazon, Reiss, Nordstrom, Alo Yoga. (*Mixes top athletic brands with retail outlets like Amazon/Nordstrom in answers to “where to buy” queries.*)
 - **Google Gemini:** Lululemon, Vuori, Rhone, Patagonia, Public Rec, Nike, Adidas, On (On Running), Peter Millar, Everlane. (*Heavily features men’s luxury athleisure and outdoorsy brands, with Lululemon especially dominant at 100+ mentions.*)
 - **Meta AI:** Nike, Lululemon, Adidas, Vuori, WAHTS, Luca Faloni, Patagonia, New Balance, Western Rise, Public Rec. (*Includes niche luxury brands like WAHTS and Luca Faloni, suggesting a fashion-forward, upscale bias.*)
 - **ChatGPT:** Nike, Old Navy, Lululemon, Under Armour, Adidas, Gap, Vuori, Athleta, Patagonia, New Balance. (*Uniquely highlights value retailers Old Navy and Gap among top mentions, implying a broader, budget-friendly scope in its answers.*)
 - **Perplexity:** Lululemon, Nike, Adidas, Vuori, Under Armour, New Balance, Gymshark, Patagonia, Champion, Athleta. (*Emphasizes mainstream athletic brands and popular gymwear names, closely mirroring general consumer popularity.*)
 - **Google AI Overviews:** Lululemon, Nike, Vuori, Rhone, Adidas, Athleta, Public Rec, Ten Thousand, Patagonia, New Balance. (*Balanced between big brands and newer performance players like Ten Thousand, indicating diversified recommendations.*)

Context notes on Top 10 brands: The leading brands are each cast in specific lights by the AI responses. Lululemon is repeatedly described as a *premium, high-quality yoga and athleisure wear label*, reinforcing its aspirational image. Nike is portrayed as the *all-around global leader in sportswear – a go-to for both athletic and casual wear*.

Vuori and Rhone get kudos for *comfort and upscale style*, often noted for super-soft fabrics or blending technical performance with everyday wear. Adidas is highlighted for *stylish staples fused with performance tech*, while Under Armour is noted as *the performance-focused brand for “sweat-ready” training gear*. Athleta (Gap Inc.) appears as a *women’s athleisure specialist* blending style and function (especially in work-appropriate attire).

New Balance shows up for its *“classic” sneaker heritage and chill athleisure vibe*, Public Rec for *versatile, comfort-driven pants*, and Patagonia for its *outdoor-meets-casual apparel with an ethical*,

durable reputation. Collectively, these themes suggest that AI answers emphasize each brand's core strengths – whether that's quality, performance, or lifestyle versatility – when recommending them.

Sentiment, Context, and Tonality by Top Brand

Drilling down into the top 10 brands, we analyzed the tone of AI responses, recurring themes, and how positively or negatively each brand is discussed. Notably, sentiment is overwhelmingly positive or neutral for all leading brands – AI answers tend to praise quality, style, or innovation, with virtually no negative brand commentary. Below is a brand-by-brand breakdown:

- **Lululemon** – *Sentiment*: Positive | *Tone*: Premium & aspirational. *Themes*: High quality, stylish design, comfort (often noted for office-to-gym versatility). *Example Snippet*: "Lululemon – Premium athleisure with sleek designs and high-quality materials. This reflects Lululemon's image as a top-tier brand setting the standard for fashionable, high-performance activewear."
- **Nike** – *Sentiment*: Positive | *Tone*: Mainstream performance leader. *Themes*: Innovation, wide range, iconic status. *Example Snippet*: "Nike...a leading global name in athletic and casual wear, ideal for gym-to-street looks." (AI answer excerpt) Nike is consistently lauded for its breadth of gear and cultural influence, reinforcing its authority as an all-around athletic powerhouse.
- **Vuori** – *Sentiment*: Positive | *Tone*: Casual luxury & comfort. *Themes*: Soft fabric feel, California lifestyle, versatility. *Example Snippet*: "Vuori – [A] Californian brand loved for super-soft, versatile pieces." (AI answer excerpt) The tone positions Vuori as an upmarket yet laid-back label, suggesting it as the go-to for comfort without sacrificing style.
- **Adidas** – *Sentiment*: Positive | *Tone*: Trendy & sport-heritage. *Themes*: Stylish essentials, performance technology, classic sneakers. *Example Snippet*: "Adidas – Offers a wide range of stylish athleisure staples with performance tech." (AI answer excerpt) AI answers emphasize Adidas' ability to marry style with function, underscoring its role as both a fashion and athletic trendsetter.
- **Rhone** – *Sentiment*: Positive | *Tone*: Refined performance. *Themes*: Quality materials, tailored fit, hybrid of gym and office wear. *Example Snippet*: "Rhone – Blends technical performance with refined everyday wear." (AI answer excerpt) This highlights Rhone's positioning as an elegant yet athletic brand, with AIs citing it as ideal for men seeking polished, high-performance attire.
- **Patagonia** – *Sentiment*: Positive | *Tone*: Outdoor & ethical. *Themes*: Durability, sustainability, outdoor-to-town utility. *Supporting Context*: Patagonia is often referenced for its iconic pieces (e.g., *Better Sweater* fleece), which are popular crossover items. AI commentary appreciates Patagonia's commitment to quality and ethos (e.g., environmental focus), framing the brand as

the conscious consumer's choice for versatile casual wear.

- **Under Armour** – *Sentiment*: Positive | *Tone*: Hardcore performance. *Themes*: Technical fabrics, training gear, athletic intensity. *Example Snippet*: "Under Armour – Great for performance-focused tops and sweat-ready gear." (AI answer excerpt) Under Armour is consistently presented as the athlete's brand, noted for compression wear and moisture-wicking apparel that can handle serious workouts.
- **Athleta** – *Sentiment*: Positive | *Tone*: Empowering & functional (women-centric). *Themes*: Work-to-workout wear, fit and comfort, style for women. *Supporting Snippet*: "Athleta – A go-to for women's athleisure that blends style and function, with work-ready trousers and tops." (AI answer excerpt) Athleta's mentions skew toward its strength in women's apparel that doesn't compromise professionalism for comfort, reinforcing its niche in the market.
- **New Balance** – *Sentiment*: Neutral/Positive | *Tone*: Retro-casual & authentic. *Themes*: Classic style, sneaker culture, comfort, "dad shoe" trend. *Example Snippet*: "New Balance – Offers chill athleisure and classic sneaker-centric apparel." (AI answer excerpt) AI answers portray New Balance as the laid-back classic brand – its heritage and comfort are praised, aligning with its resurgence among younger consumers for its authenticity and nostalgia.
- **Public Rec** – *Sentiment*: Positive | *Tone*: Practical & comfort-driven. *Themes*: Everyday leisurewear, tailored comfort, versatility (especially pants). *Example Snippet*: "Public Rec – Famous for the All Day Every Day Pant... 'leisurewear for everywhere,' featuring faux formal details for versatility." (AI answer paraphrase) This underscores Public Rec's reputation for making casual clothes that *feel* like lounge wear but *look* polished, a point AIs highlight when recommending travel or work-leisure pants.

(Overall, none of the top brands received negative sentiment in AI answers – criticism (e.g., high price) was occasionally noted in context, but the tone remained factual or upbeat. This suggests AI platforms tend to recommend brands in a positive light, focusing on benefits and differentiators rather than drawbacks.)

Brand Website Visibility in Citations

A critical aspect of brand influence is whether AI answers refer to the brands' official websites or rely on third-party sources. We tallied how often each top brand was mentioned, compared with how often its own site was cited in the AI responses. The results reveal a significant "visibility gap" for most brands:

- **Lululemon**: Mentioned 404 times; Official site cited 27 times; Gap = 377
- **Nike**: Mentioned 345 times; Official site cited 13 times; Gap = 332
- **Vuori**: Mentioned 299 times; Official site cited 6 times; Gap = 293
- **Adidas**: Mentioned 258 times; Official site cited 19 times; Gap = 239

- **Rhone:** Mentioned 189 times; Official site cited 1 time; Gap = 188
- **Patagonia:** Mentioned 188 times; Official site cited 3 times; Gap = 185
- **Under Armour:** Mentioned 160 times; Official site cited 2 times; Gap = 158
- **Athleta:** Mentioned 132 times; Official site cited 5 times; Gap = 127
- **New Balance:** Mentioned 125 times; Official site cited 0 times; Gap = 125
- **Public Rec:** Mentioned 108 times; Official site cited 6 times; Gap = 102

Implications: Brands like New Balance, Rhone, and Under Armour are heavily referenced in AI answers without directing users to their official websites. In fact, New Balance had zero direct citations despite over 100 mentions, meaning all information came from external outlets or retailers. This pattern suggests that third-party content (media articles, retail listings, forums) often shapes these brands' narratives in AI-generated outputs. A high mention-to-citation gap points to missed opportunities for those brands: their own digital content isn't being surfaced as authoritative by AI.

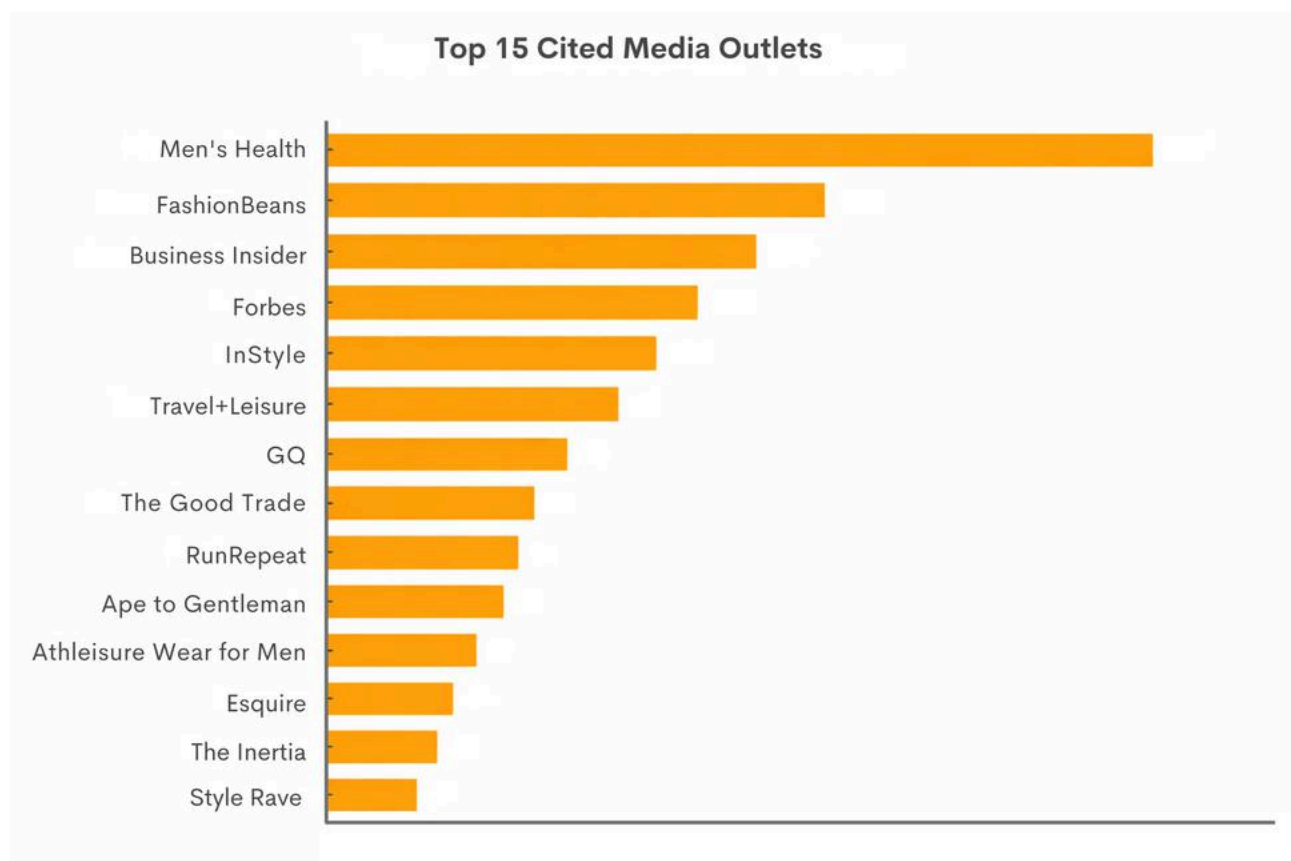
For communications and SEO strategy, this highlights the need to improve visibility of official content. Brands with a large gap (e.g., *Rhone's 188 mention gap*) should ensure their sites have robust, AI-friendly content (product info, guides, blogs) so that future AI answers might directly cite the brand's site – strengthening brand authority and driving traffic.

Conversely, Lululemon and Adidas, while still cited far less than mentioned, at least see double-digit citations from their sites, suggesting stronger domain authority or widely referenced press releases/content. Closing these visibility gaps is key: brands that are household names in conversation must also become authoritative sources in the AI's "eyes" to maintain control over their messaging.

Most Influential Media Outlets (Total + By Platform)

AI-generated answers pull information from a range of online sources. Focusing on editorial media outlets (excluding brand sites, e-commerce, forums, or purely reference sites), we identified the top domains cited. These outlets effectively "lead the conversation" by supplying content that AI platforms trust and quote.

Top 15 Media Domains (by citation frequency):



Top 15 media publishers cited in AI responses (by number of citations).

1. **Men's Health** – 237 citations (fitness/lifestyle magazine)
2. **FashionBeans** – 151 citations (men's style blog)
3. **Business Insider** – 138 citations (business/news outlet, often lifestyle or retail trend pieces)
4. **Forbes** – 130 citations (business media, includes consumer and fashion coverage)
5. **InStyle** – 122 citations (fashion/celebrity magazine)
6. **Travel + Leisure** – 96 citations (travel magazine, cited for travel clothing advice)
7. **GQ** – 89 citations (men's fashion magazine)
8. **The Good Trade** – 65 citations (sustainable lifestyle site)
9. **RunRepeat** – 64 citations (sportswear/shoe review aggregator)
10. **Ape to Gentleman** – 55 citations (men's grooming/style blog)
11. **Athleisure Wear for Men** – 50 citations (content hub, appears to be an AI-curated trend site)
12. **Esquire** – 48 citations (men's magazine)
13. **The Inertia** – 42 citations (outdoor/adventure lifestyle site)
14. **Style Rave** – 39 citations (fashion/lifestyle blog, notable global/African audience)
15. **Elle** – 36 citations (fashion magazine)

These results show that fitness and men's lifestyle media are particularly influential in shaping AI answers. For example, *Men's Health* alone accounts for 237 cited references – often providing rankings or "best of" lists that AI platforms directly quote. Similarly, style blogs like *FashionBeans* and mainstream magazines (*GQ*, *InStyle*, *Esquire*, *Elle*) collectively contribute hundreds of citations, meaning AI is heavily leaning on their editorial content for fashion and athleisure advice.

Business-oriented outlets (*Forbes*, *Business Insider*) also rank highly, likely because they publish articles on market trends or brand profiles that AIs incorporate. The presence of *Travel + Leisure* and *The Inertia* suggests that, for queries related to travel attire or outdoor apparel, AI draws on niche expert sources. Notably, newer digital content sources like *Athleisure Wear for Men* and niche blogs (*Ape to Gentleman*, *Style Rave*) have made the top 15, indicating that AI will surface high-quality niche content – not just traditional media – if it's relevant. This dominance of media outlets implies that earned media and PR coverage in these publications can directly translate into AI visibility for brands.

- **Top Media by Platform:** The reliance on specific outlets varies by AI platform, reflecting different content sourcing strategies:
 - **Google AI Mode** cites *GQ* the most (e.g., *GQ's* athleisure picks), along with *Business Insider* and *Travel + Leisure*. It also references *Vogue* and sustainability blogs like *Eco-Style*, indicating a mix of high-fashion and ethical fashion sources for certain answers.
 - **Microsoft Copilot** heavily leans on established publishers: *InStyle* is by far its top source (nearly 100 citations), followed by *Forbes*, *FashionBeans*, and *WSJ*. Copilot's answers appear to aggregate content from major magazines and news outlets, suggesting a strategy of pulling well-rounded perspectives (style, business, news).
 - **Google Gemini** draws from a broad array, with *Men's Health* and *Style Rave* near the top (indicating usage of fitness and global fashion content). Interestingly, Gemini also cited *shinesty.com* (a clothing brand's site) frequently and small sites like *Sabel Wellness* (activewear brand blog) – meaning Gemini sometimes blurs media vs brand sourcing. It also references *taelor.style* (a clothing rental site) and *cabionline.com* (a women's fashion brand), hinting that it sometimes uses brand content when relevant. Still, mainstream media like *Travel + Leisure* and *Esquire* are present, so it's a blend.
 - **Meta AI** shows a penchant for niche men's style advice: *FashionBeans* is #1, and blogs like *Irreverent Gent* and *TheTrendSpotter* appear. It also uses *The Inertia* (surf/outdoor) and *GearJunkie* (gear reviews), aligning with an interest in specialized content. Meta AI had fewer total citations, but when it did cite, it often chose these targeted outlets.
 - **ChatGPT** (with browsing or plugins enabled) cites *Forbes* most, then *FashionBeans*, and an interesting one: *Athleisure.men*, a specialized blog clearly aligned with our topic. It also pulls from *GQ*, *People.com*, *Men's Health*, and wellness sites like *Well+Good*. This mix suggests ChatGPT's sources skew toward mainstream media and niche experts; it even included a tech/industry site (*fibre2fashion.com*) for apparel insight. Overall, ChatGPT balances authority (*Forbes*) with specialty content (e.g., a dedicated athleisure blog) more than others.
 - **Perplexity** stands out for an overwhelming reliance on *Men's Health* – 188 citations just from that site, which dwarfs others. It frequently uses *Men's Health's* extensive catalog of

"best gear" lists as its sources. Beyond that, it also cites *Accio*, *Business Insider*, *FashionBeans*, *Elle*, *RunRepeat*, *Independent (UK)*, *Esquire*, and even *Women's Health* (26 times, likely for overlap topics like sneakers or leggings that *Women's Health* covered). Perplexity also uniquely integrates a lot of Reddit content (user forums) as citations (discussed below). In summary, Perplexity relies heavily on one or two authoritative sources for each query, often *Men's Health* for athleisure topics.

- **Google AI Overviews** (the summary snippets) most often reference *Travel + Leisure*, *GQ*, and *Business Insider*. This indicates a focus on travel attire and style content. Interestingly, Overviews also pulled from *CN Traveler* and *OutdoorGearLab* for certain prompts – fitting if the question was about travel outfits or durable gear. It also cites fewer sources per answer, meaning it tends to pick a couple of high-quality references (often travel- or fashion-oriented) to create concise summaries.

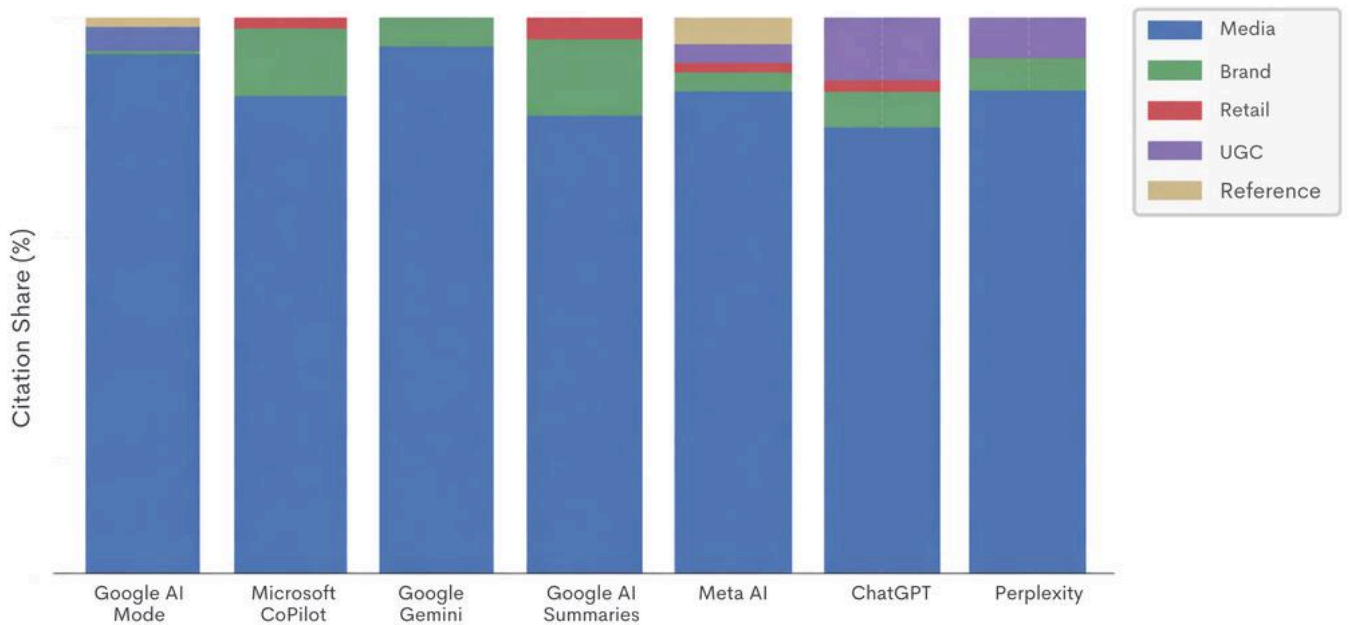
Outlet category trends: The dominant media outlets fall into two categories – fitness/fashion editorial (*Men's Health*, *GQ*, *InStyle*, etc.) and lifestyle/review blogs (*FashionBeans*, *RunRepeat*, *The Good Trade*). Tech or reference sites (apart from Wikipedia, which was lightly cited ~53 times but excluded from "media" count) are minimal, indicating AI's preference for narrative-driven content over purely factual references for this topic.

Retailers' and brands' own sites, unless providing unique info (sizing charts, specific product details for AI to quote), were usually not among the top citations. This underscores the key role of journalistic and editorial storytelling in informing AI responses about "best brands," "top products," and style guidance – essentially, whoever publishes listicles and buying guides is feeding the AI answers.

Hidden Insights

Citation source mix by platform: Each AI's percentage of citations coming from Media vs Brand sites vs Retail, etc. Notice the consistently large blue segments (media) across platforms, and the purple spike for Perplexity (significant use of forums/UGC).

Citation Source Mix by AI Platform



- Platforms mention vs. cite differently:** Some AI platforms name-drop many brands but cite very few sources, while others do the opposite. For instance, *Google Gemini* averaged over 7 brand mentions per answer (often listing numerous labels) yet only ~2 citations, indicating it draws on general knowledge or minimal references. In contrast, *Microsoft Copilot* provided ~6 brands with an average of ~10 citations – it tends to back up each answer with extensive sourcing. This suggests Gemini (and Meta's AI, similarly) acts more like an experienced human stylist listing favorites offhand, whereas Copilot behaves like a diligent researcher compiling evidence for each recommendation. For a CMO, this means the *path to being mentioned* can differ: on some platforms, broad brand awareness (getting on the AI's known list) is enough, while on others, being featured in many referenceable articles is crucial.
- Heavy reliance on a few outlets:** Certain AI platforms rely on a narrow set of sources to fuel their answers. A clear example is *Perplexity*, where one outlet (Men's Health) provided a disproportionate share of content (10%+ of all citations, and likely the primary source for multiple answers). *Microsoft Copilot* also shows concentration – e.g., a single InStyle article or Forbes piece can heavily influence an answer. This means a single high-profile media placement (like a "Best X of 2025" article) can have an outsized impact on AI outputs on those platforms. Conversely, platforms like Google's SGE (AI Mode/Gemini) spread their citations thinner, so no single source dominates – meaning brands might need broader coverage to move the needle there.
- Platform-specific brand over-mentions:** We observed that some brands are over-indexed on specific platforms relative to others. For example, Old Navy is the #2-mentioned brand on ChatGPT (70 mentions), but barely appears elsewhere (single digits on others) 【72†】. ChatGPT also uniquely elevated Gap in its top ranks. This suggests that ChatGPT's content had an "inclusive" or value-oriented angle, highlighting affordable brands far more than its peers. Meanwhile, *Meta AI* gave unusual prominence to luxe niche brands (WAHTS, Luca Faloni) that

hardly register on other platforms, suggesting Meta's training data or style skewed to high-end menswear insights. For communications strategy, this means tailoring outreach: e.g., ensuring budget-friendly lines are visible might particularly benefit performance on certain AI (like ChatGPT), whereas emphasizing luxury credentials might resonate more with others (like Meta's).

- **Citations don't scale with mentions:** Interestingly, there is no strong correlation between how many brands an answer lists and how many citations it includes. (Our analysis found essentially zero correlation ≈ 0.03 .) Some of the most citation-heavy answers had only a few brands (implying deep dives on each), whereas list-style answers name many brands with sparse sourcing. This indicates that AI content strategies vary: one approach cites comprehensively but focuses on select brands, while another casts a wide net of brand names with minimal elaboration. For brands, being in that wide net (even without citations) still has value – it gets the name in front of users – but ideally one wants to be in a scenario where the brand is mentioned *and* accompanied by rich info (which often comes with citations).
- **Community content surfaces on Perplexity:** One anomaly is Perplexity's considerable use of UGC/forum content (Reddit) – about 18% of its citations, far higher than any other platform. It frequently pulled direct advice or opinions from Reddit threads (e.g., r/malefashionadvice) to answer queries. Other platforms rarely cite forums at all. This means Perplexity's answers can be influenced by grassroots sentiment and niche discussions – a single Reddit thread praising a little-known brand could make Perplexity mention it. Brands generally have little control here, but monitoring relevant Reddit discussions (and engaging authentically) can indirectly shape the narrative Perplexity might pick up.
- **High-citation answers = thorough but possibly skewed:** Microsoft Copilot had instances of using the maximum 29 citations in one answer (notably for a "best athleisure shoes" query) – effectively citing nearly every brand's product page or every review available. While thorough, this shotgun approach might over-represent brands that have more published material rather than actual consumer preference. For example, if a smaller brand doesn't have as many write-ups, it might get mentioned less by an AI that "counts citations." This could skew recommendations toward brands with more online content, rather than toward better products. It's a reminder that content volume can drive AI visibility as much as product quality; ensuring a steady drumbeat of coverage (reviews, blog features) is key, otherwise a brand might be absent in these highly referenced answers.
- **Newcomer brands can punch above their weight:** Despite the dominance of legacy brands, the data shows AI answers are willing to include newer or niche players – if content about them exists. Ten Thousand, Western Rise, On Running, Gymshark, and others all appeared in top-10 lists on various platforms. In one case, Athleisure.men (a niche blog) was among ChatGPT's top sources, highlighting emerging voices. This democratization means that challenger brands, through savvy PR/SEO (e.g., getting featured in trend lists and maintaining informative websites), can secure a disproportionate share of voice in AI outputs. For the CMO, it's an

encouraging sign: you don't need Nike-level market share to be picked up by AI – you need a strong *digital content footprint*.

- **Consistency is key for authority:** Brands with both high mention counts and a decent number of official citations (e.g., Adidas cited 19 times, Lululemon 27 times) enjoy a two-fold benefit: they are talked about *and* treated as authoritative sources. This dual presence likely reinforces trust with users (AI is effectively saying “Brand X is popular, and here's info straight from Brand X's site”). Bridging the gap by enriching brand websites (with expert content, FAQs, lookbooks, etc.) can gradually turn some of those third-party citations into first-party ones. It's about consistency: ensuring the brand story told by media is also said on the brand's own channels so that AI finds value in both. Brands that succeed here can improve discoverability and position themselves as the definitive voice on their products, even in AI-driven answers.

Actionable Takeaways:

Maintaining and growing brand visibility in AI-generated content will require a mix of earned media strength and owned content optimization. Marketing and comms leaders should consider strategies like: (1) pitching brand stories to high-impact outlets that AIs frequent (Men's Health, etc.), (2) investing in SEO-rich content on official sites (so AI has reason to cite you), and (3) monitoring AI outputs by platform to spot where your brand might be missing or misrepresented. As AI platforms evolve, those brands that proactively close content gaps and engage with the sources AI trusts will lead the next chapter of the athleisure conversation.