

*Aritzia*

**By: Sanjana R. Choudhury**







# ***History***

Aritzia Inc. is a Canadian women's fashion brand that has been founded by the Hill Family in British Columbia, Vancouver. This brand operates the most upscale retail store across the USA and Canada. This specific brand mainly targets women from different age groups like 18-35 years old.

This company is mainly around 70 years old, where Brian Hill first opened their company in a standalone Boutique. They want to provide an aspirational glamour spaces where they offer women simple yet glamour clothing.

The Aritzia logo is written in a black, elegant, cursive script. The letters are fluid and interconnected, with a prominent 'A' and a stylized 'z'.

# ***Mission Statement***

Aritzia is an innovative design house and fashion retailer. We believe in high-quality, beautifully designed fashion. We believe in aspirational environments and experiences. And we believe that all of this should come at a price that is truly attainable.



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# *Target Market*

- Based on this consumer profile, the target market is mainly women who is highly fashion conscious
- Mainly university or college going who lives in a metropolitan city or in the suburbs area.
- Women who looks for clothes which is comfortable and that could be worn in the daily basis.
- Target an exceptional fashionable wear that could be at least worn in the daily basis, and offer the most aspirational environment that would satisfy the target consumers so it could increase their brand loyalties.



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# *SWOT Analysis*

## • *Strength*

- Fashion is always up-to-date
- Well quality of clothes
- It has a multiple brands ( Private label brands)

## *Weakness*

- Clothing tends to shrink very easily
- Overpriced
- Better design in online store

## *Opportunity*

- Business expansion worldwide since it is a vertical integrated company.
- They should also include menswear.

## *Threat*

- Too many high end stores in the global market.

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# *Competitors in terms of Sales*





# *Analysis of the garment*



- It is a relaxed easy shape shy of loose fit gown.
- V-Neck
- Net stitch on the V-neck and in the end.
- It has a minor stitch so that the garment could be flowy
- It has Zebra-Print
- It has medium sleeve
- Made with 100% cotton

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# *Creative Changes 1*



Style #AR16243

- Add a little bit of shine from the blouse.
- Add a little bit of sleeves, that could add the comfort from different size groups.
- Eliminate the zebra detailing that is shown in the original garment.
- Black laced collar that could add some elegance of the garment.

Color Availability:



Size Availability:

XXS, XS, S, M, L, XL

Price: \$68.99

Fiber content: 60%

Rayon, 40% cotton

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# *Creative Changes 2*



- It will have a U-shaped collar neck
- It will have a square shaped that has simple button
- It will have like a puff sleeve collar and vintage styled buttons
- It will not have a zebra print

Colors Availability:



Size Availability:

XXS, XS, S, M, L, XL

Fiber content:

100% Polyester

Price: \$56.99 to \$60.00

**Style #AR16243**

**ARITZIA**

# Creative Changes 2



- It will have a u-shaped collar
- Net fabric on the above shoulder
- It will have a touch of the net
- It will be flowy as the 1<sup>st</sup> one
- It will have ruffle element which will give a change and give the vintage feel.
- Satin to give the shine to the garment
- Full length sleeves

Colors Availability: 

Size Availability: XXS, XS, S, M, L,XL,XL

Price: \$56.99 -\$60.00

Fiber content: 100% silk

Style #AR16643

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# Creative Changes 4



Style #AR16743

- It will have a u-shaped collar
- No buttons
- Less flowy than the 1<sup>st</sup> one
- It will be full sleeves with the button.
- It will have the ruffle element
- No zebra print.

Colors Availability:



Size Availability:

XXS, XS, S, M, L,XL,XL

Fiber content: 50%  
silk, 50% cotton

Price: \$40,00 to \$59,00

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# *Pricing Strategy*



- Charge around \$40,00 to \$60,00 in terms of the overall costing.
- In terms of the fabric cost, labour cost, import and exportation cost.
- Their actual retail markup for the store would be around the similar range.
- Many of the competitor would charge more expensive price compare to the actual one.
- Other currency would charge more higher than the actual price.

# *Main Head Office*



Vancouver, British Columbia

Head office Address:  
327-611 Alexander Street, Vancouver,  
BC VCA 1E1

Contact: 1-8555-ARITZIA

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# *Buyers of Aritzia*



**Jessica Best**

- Former costume designer and drapist in television and films.
- Started her job as a district manager in 2013.
- Later became one of the buyer of Aritzia.



**Ali Hummel**

- Internship in sears
- Assistant buyer in Bootleger.
- Started her job as Production manager
- Present- She is a buyer

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# *Supply Chain Management*



## Manufacturers

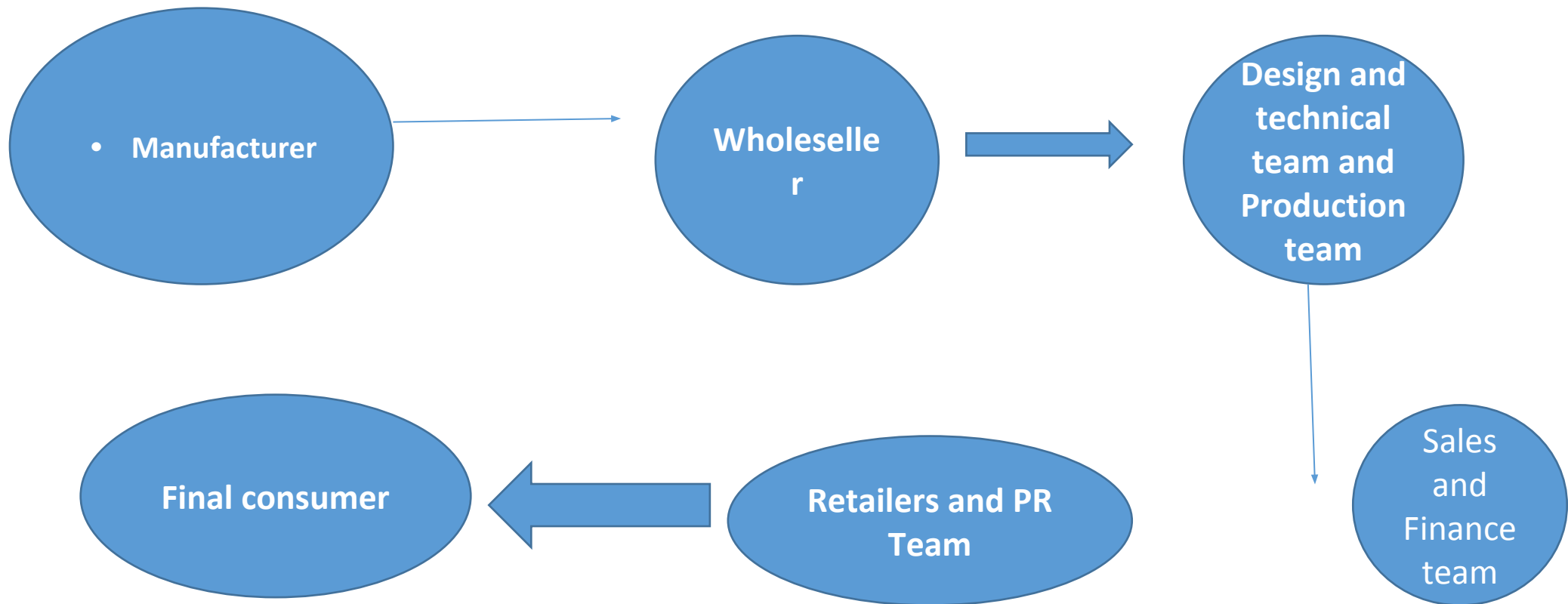
Cambodia  
China  
India  
Vietnam  
Philippines  
Sri Lanka  
Romania  
Italy  
Turkey  
Peru

## Suppliers

China  
Italy  
South Korea  
Japan  
Taiwan  
Peru  
Thailand  
Turkey  
U.S.A  
Portugal  
France

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# *Channels of Distribution*



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***•Thank you!!!***