



RW & CO.

_ Women's knitwear collection

Cecile Kim
Yixuan Ma
Seoyeong Choi

Broad Needs of the Customer



“Balancing between work, life, and family”

“Simple and easy-care clothing”

“Appropriate for every occasion.”



“Daytime”

“Workwear”



“Casual”



Lifestyle of the Category

GEOGRAPHICS

“RW&CO has physical stores targeting customers in **Canada**. They also offer online shopping and shipping to customers in Canada and America. There are **89 stores**, with stores located in every province except Prince Edward Island.”





EMPOWERING

COMFORTABLE

EXPRESSING

MISSION STATEMENT

“RW&CO. offers fashions empowering men and women, who have an urban mindset and take pride in looking sharp on all occasions, and helps them expressing what they already have. With curated collections of well-crafted city wear featuring a strong attention to detail and comfort, the company is dedicated to style, fit and fashion.”

DEMOGRAPHICS



Gender: Female

Age: 25 - 40

Family Size & Lifecycle: Mostly single or living with a partner; Some are married but no child

Personal income: middle-level income, \$35,000-50,000 after tax

Occupation: University students; Education and Training; Human Services; Tourism; Marketing, Sales and Service

that their outfits need to be looked simple but professional to others

Education: Mostly College degree or Bachelor's degree; Few Master's and Doctoral degrees

Ethnicity & Religion: Mostly Canadians, also European, Asian and African, few Irish.

No religion; Christian; no strong religious belief
→ not conservative

PSYCHOGRAPHICS



Purchase behaviors:

Needs and wants

Physical stores & Online

Rational and patronage buyers

Style: Comfortable and stylish

Lifestyle: Urban mindset,
enjoying their time

Value: Reliability, efficiency,
optimism

Social Class: Middle class

Personality: independent,
confident, urban mindset

DIRECT COMPETITORS



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ARITZIA



DYNAMITE

INSPIRATIONAL COMPETITORS



(RW & CO.)



(RW & CO.)



_Eileen Fisher

INSPIRATIONAL COMPETITORS



(RW & CO.)



(RW & CO.)



_Theory

INSPIRATIONAL COMPETITORS



(RW & CO.)



(RW & CO.)



_Hugo Boss

High Cost

Theory

EILEEN
FISHER

BOSS
HUGO BOSS

Critzia

RW&CO.

Fashion

H&M

DYNAMITE

Low Cost

Basic

ASSORTMENT ANALYSIS

Price Range/
Sweet spot

\$59.90-\$179.90/
\$79.90

Size Offering

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

Countries
of Origin

1 China
2 Cambodia

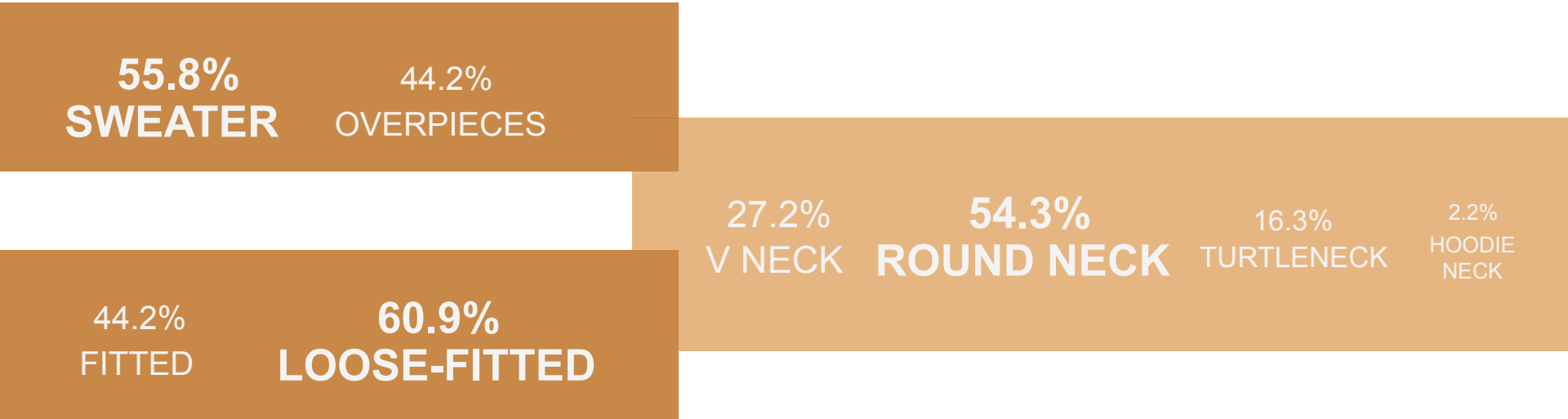
Fabric
Assortment

45% Viscose, 30%
Nylon, 20% Cotton, 5%
Wool **for Cardigans &
Sweaters**

68% Acrylic, 17% nylon,
12% polyester, 3%
elastane **for Cardigans**

86% Acrylic, 14% Nylon
for Sweaters

SILHOUETTE BALANCE



ASSORTMENT ANALYSIS



FASHION VS. BASIC

LARGE INVESTMENT

Cashmere-like relax fit V-neck
Sweater (5 colors/ XXS-XXL)

Turtleneck Sweater (3 colors,
XXS-XXL)





BEST SELLER

Cashmere-like relax fit
V-neck Sweater

C&G Spongy Knit
Open-Front Cardigan
With Pointelle

C&G Textured Stitch
Tunic Sweater

MISSED OPPORTUNITY

Having bright or bold colors



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DYNAMITE

MISSED OPPORTUNITY

Thick, bold checkered patterns



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MISSED OPPORTUNITY

Variety of silhouette and
design



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SALES SECTION CONCLUSION

**Frilled
Off-Shoulder
Sweater**



**Put in the
sales
section
offline store**

**70% OFF
on/offline
store**

BUYING NEEDS



Textured Stitch Tunic Sweater
with updates

sells fast and turns over quickly in store
Assortment Analysis: 54.3% round neck, 60.9%
loose-fitting



Knit Open-Front Cardigan
with updates

best seller in store, favored color
Assortment Analysis: 60.9% loose-fitting



Cashmere Fit V-Neck Sweater with
updates

best seller online & in store
Assortment Analysis: 44.2% fitted, 27.2% V neck

REFERENCE

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THANK YOU

Place: Complexe Desjardins, 5, Unit 221A, Montréal, QC H5B 1E9
Time: September 13th, 2019 (Friday) from 1:30
Interviewee: store manager