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BY:

OLIVIA

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COMMUNICATIONS 342:  
BEYOND THE RUNWAY



Olivia Wimpari

FOR IMMEDIATE RELEASE

Aritzia (810) 819-9531

[oliviawimpari@aritzia.com](mailto:oliviawimpari@aritzia.com)

## Alex Consani Stars in Aritzia's Work Wardrobe Campaign

Alex Consani Redefines Professional Style with Confidence and Versatility

Vancouver, BC: Aritzia, the renowned women's fashion retailer, is thrilled to announce that rising star Alex Consani is the face of its latest campaign, Work Wardrobe. The campaign, which focuses on creating versatile, polished, and stylish outfits for the modern professional woman, highlights Aritzia's commitment to both fashion and function, helping women navigate their workdays with confidence and style.

Known for her effortless elegance and unique blend of power and grace, Alex Consani brings a refreshing energy to the campaign. With her dynamic presence and deep understanding of contemporary fashion, Alex embodies the modern woman who seeks pieces that are not only stylish but also functional. Her natural ability to mix timeless sophistication with bold, on-trend details makes her the perfect fit to represent Aritzia's vision for a refined yet approachable work wardrobe.

The Work Wardrobe campaign features an array of high-quality, chic workwear essentials, from tailored blazers and structured trousers to elegant blouses and sleek dresses. The collection is perfect for women who want to feel confident, sophisticated, and ready for anything, whether they're at a board meeting or meeting a friend for coffee after hours. Aritzia's signature balance of refined style and contemporary design shines through in this collection, offering a modern take on professional dressing.

The Work Wardrobe campaign will be featured across Aritzia's digital and social platforms, as well as in select print publications. Customers can shop the collection in stores and online at [www.aritzia.com](http://www.aritzia.com). For more information on the Work Wardrobe collection, visit Aritzia's website or follow Aritzia on Instagram at @Aritzia.

About Aritzia: Aritzia is a women's fashion retailer renowned for offering high-quality clothing with a modern, stylish edge. With a focus on creating timeless, versatile pieces that suit every aspect of a woman's life, Aritzia continues to be a leader in contemporary fashion, celebrating individuality and empowering women worldwide.



To: Nina Garcia, Editor-in-Chief of Elle Magazine

From: [REDACTED] Associate at Artizia

Subject: Alex Consani Embodies Modern Workwear in Aritzia's 'Work Wardrobe' Campaign

Dear Ms. Garcia,

I hope this email finds you well. I'm reaching out on behalf of Aritzia to share our latest campaign that aligns with your keen eye for fashion narratives.

We are thrilled to announce our "Work Wardrobe" campaign, featuring the dynamic model Alex Consani. This collection reimagines traditional office attire, offering versatile pieces like blazers, shirts, trousers, and trench coats, all crafted with high-quality fabrics and precise tailoring. In the campaign, Alex portrays various office personas, from the diligent secretary to the commanding executive, bringing each role to life with her unique flair. She remarked, "It was such a fun day on set... I truly enjoyed getting the chance to play each character."

Given your insightful interview with Gigi Hadid in ELLE's March 2019 issue, where you delved into her multifaceted career and personal journey, we believe a feature on Alex Consani's collaboration with Aritzia would resonate with your readers. Alex's ability to embody diverse characters within the fashion realm offers a fresh perspective on modern workwear and its intersection with personal identity.

We would be delighted to provide additional details, high-resolution images, and facilitate an interview with Alex to discuss her experience with this campaign. Please let us know if this opportunity aligns with your editorial plans.

Thank you for considering this collaboration. We look forward to the possibility of working together.

Best regards,



# THE STORY OF

*Aritzia*

Aritzia, founded in 1984 by Brian Hill in Vancouver, Canada, has evolved from a single boutique into a prominent fashion retailer known for its "Everyday Luxury" philosophy. The inaugural store opened in Oakridge Centre, aiming to offer beautiful clothes in aspirational spaces with exceptional service.

[Wikipedia+6Canvas Templates for Startups+6Aritzia+6Aritzia](#)

In 1994, Aritzia launched its first exclusive brand, Talula Babaton (now Babaton), focusing on building foundational wardrobes. The brand's expansion across Canada in 1999 marked a significant growth phase, leading to the introduction of Tna in 2004, catering to premium comfort with a cool aesthetic. [Aritzia+1Wikipedia+1](#)

Aritzia's U.S. debut occurred in 2007, with the opening of its first boutique in Seattle, followed by a flagship store in New York's SoHo in 2012. The company's commitment to unique shopping experiences and quality products has fueled impressive growth, with revenue soaring more than 150% over the past five years, reaching CA\$2.3 billion in 2024. [Ivey Business Review](#)

Under the leadership of CEO Jennifer Wong, who began her career at Aritzia as a sales associate in 1987, the company continues to thrive. Wong's tenure has seen Aritzia grow from a Canadian retail operation to an internationally recognized name, emphasizing impact and innovation as keys to retail success. The brand's aggressive expansion in the U.S., including flagship stores in New York's SoHo and Chicago's Michigan Avenue, has significantly increased its visibility and revenue, with the U.S. market now comprising over half of its total revenue. [ForbesVogue Business+1Real Simple+1](#)

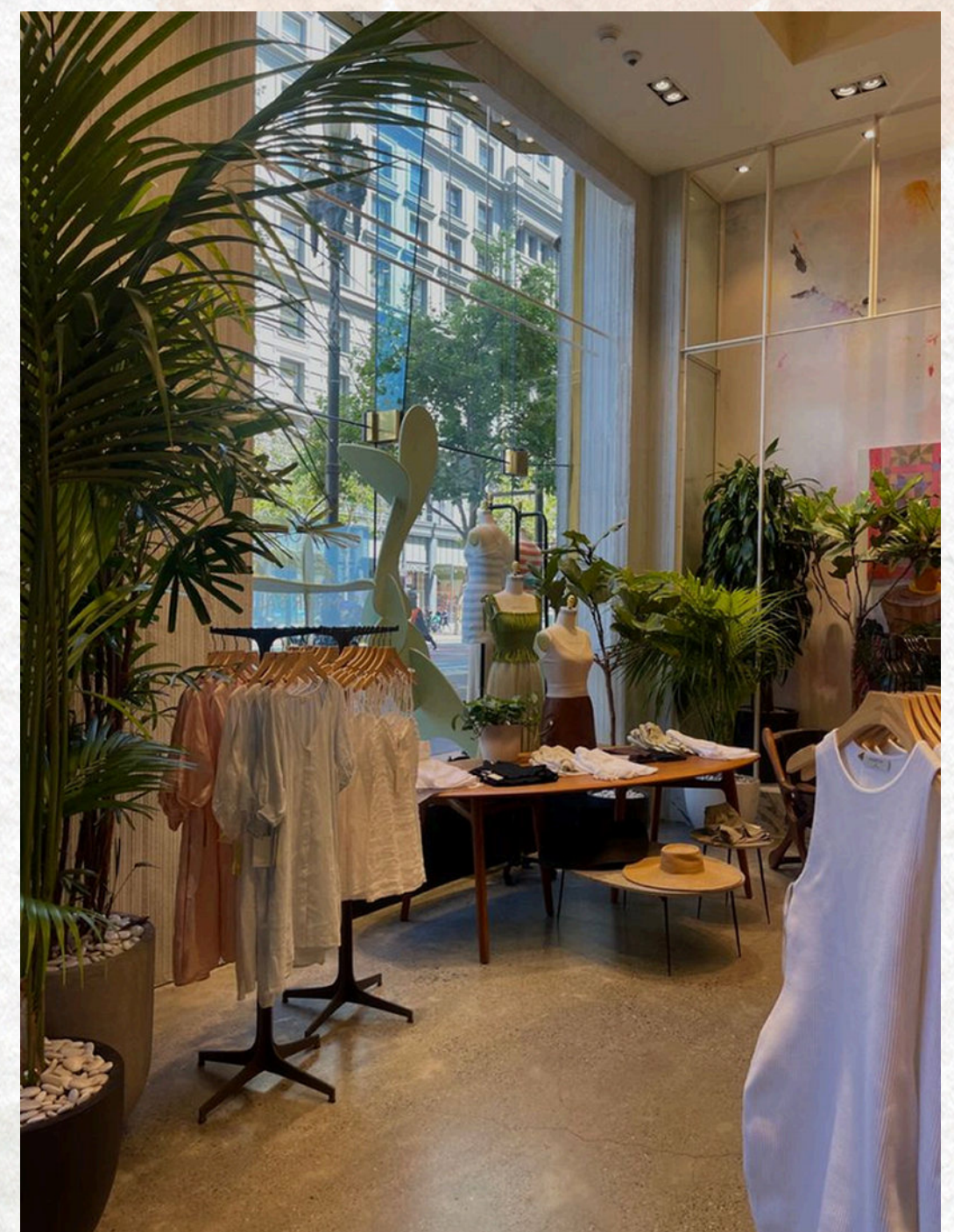
Aritzia's product lines, such as the Super Puff™ jacket introduced in 2017, have achieved cult status, contributing to the brand's popularity among Gen Z consumers. The company's focus on unique shopping experiences, quality products, and strategic expansion continues to solidify its position as a leader in the fashion industry.





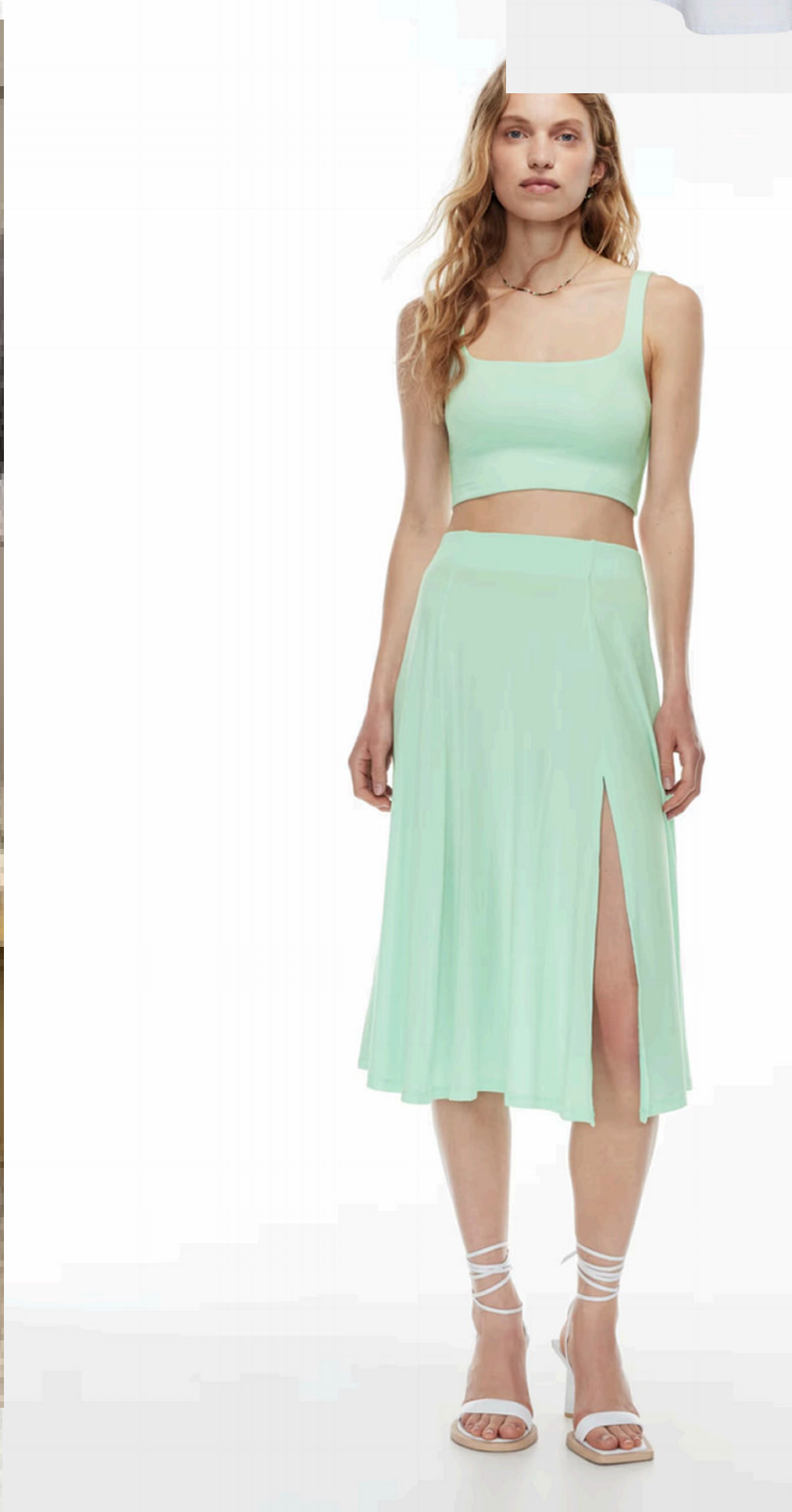
# Fact Sheet

- Aritzia was founded in 1984 by the Hill family in Vancouver, Canada.
- In 1984, the very first standalone Aritzia boutique opened in Oakridge Centre by Brian Hill.
- Aritzia designs, produces, and distributes many of its own brands.
- Some of the brands in Aritzia's brand portfolio include Wilfred, Babaton, Tna, Wildflower, Sunday Best, Denim Forum, Main Character, Auxiliary, Talula, Agolde, and Citizens of Humanity.
- In 1994, Aritzia launched their first exclusive brand, Talula Babaton, with the idea of building a foundational wardrobe, one clothing item at a time.
- In 1999, the brand went national by opening Aritzia boutiques across Canada.
- By 2006, the first Aritzia boutique opened in the United States.
- In 2012, the e-commerce site aritzia.com was launched allowing the brand to reach more people.
- Aritzia went public in 2016, when it hit the TSX.
- Aritzia acquired the menswear-focused Canadian athleisure and streetwear brand, Reigning Champ in 2021 for \$63 million.
- Jennifer Wong was named CEO in 2022.





# LOOKBOOK



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# ARITZIA X MEREDITH HAYDEN (WISHBONE KITCHEN): SUMMER 2025 CAPSULE

Aritzia is excited to partner with Meredith Hayden, chef, content creator, and founder of Wishbone Kitchen, for a limited-edition capsule collection that blends effortless summer fashion with culinary charm. Timed with the release of Meredith's new cookbook, the collaboration offers a celebration of seasonal ingredients, slow living, and timeless feminine style. The collection includes a custom apron, coastal-inspired apparel like skirts and blouses, and lifestyle accessories including kitchen towels and tablecloths—all capturing the spirit of Wishbone's world in Aritzia's refined brand language.

## Inspiration:

The Aritzia x Meredith Hayden collection is inspired by the essence of a summer well spent: warm breezes, garden blooms, sun-drenched kitchens, and the rich colors of summer produce. The aesthetic merges Coastal Granddaughter, Coastal Cowgirl, and Cottage core, celebrating women who find beauty in the balance—between movement, food, fashion, tradition and modernity.

## Concept:

A dreamy two-day brand trip bringing together top lifestyle and culinary influencers to celebrate the launch of Meredith Hayden's Wishbone Kitchen summer capsule collection with Aritzia and her new cookbook. Set against the idyllic backdrop of the Hamptons, the event merges food, fashion, and relaxation—offering influencers an immersive, sharable experience designed to drive buzz, content creation, and product visibility across platforms.

## Date/Time:

July 18–19, 2025  
Hamptons, New York

## Influencer Guests:

Nara Smith  
Acquired Style  
Remi Bader  
Bria Lemirande  
Yolanda Diaz  
Emily Mariko  
Maddi  
Luna Montana  
Renee Noe  
Ellesandra Muse



# ARITZIA X MEREDITH HAYDEN (WISHBONE KITCHEN):

## SUMMER 2025 CAPSULE

### Collection Highlights:

#### ***Summer Apparel:***

Lightweight, flowy pieces in coastal granddaughter, coastal cowgirl, and cottagecore styles—perfect for warm-weather lounging, garden gatherings, afternoon barbeques, or seaside getaways.

#### ***Signature Apron:***

A modern twist on kitchenware—nude tan canvas with minimalist wishbone branding, soft blue straps, and a discrete “Aritzia x Meredith” detail at the hem. Two pockets for kitchen wear/ towel, perfect for simple everyday cooking or more refined culinary experiences

#### ***Color Palette:***

A refreshing and romantic blend of navy blue, light blue, white, salmon pink, light yellows, and soft greens, inspired by a fruit-forward summer palette.

Accessory Touches: Aritzia-branded tablecloths printed with lemons, oranges, cherries, and blueberries—a nod to both Meredith’s culinary roots and seasonal joy

### Impact:

#### ***Strengthen Brand Storytelling:***

By aligning Aritzia with Meredith’s aspirational lifestyle and loyal audience, the brand taps into a community that values authenticity, creativity, and elevated living.

#### ***Cross-Category Engagement:***

The blend of fashion, food, and lifestyle creates a multi-sensory campaign touchpoint—ripe for social media content, influencer activations, and in-store storytelling.

#### ***Drive Cookbook Launch Visibility:***

The line seamlessly promotes Meredith’s cookbook through wearable, giftable, and Instagrammable items, creating built-in PR buzz across platforms.

#### ***Celebrate Summer in Style:***

The capsule captures seasonal excitement and positions Aritzia as a brand that doesn't just follow trends, but curates timeless seasonal moments.



# ARITZIA X MEREDITH HAYDEN (WISHBONE KITCHEN): SUMMER2025CAPSULE

## Event:

Brand trip with Meredith and Aritzia to promote her summer clothing line collab and cookbook

## Day 1: Welcome Dinner with Wishbone

### ***Welcome Dinner:***

A cozy-chic influencer dinner styled by Aritzia, hosted in a cottage garden or rustic coastal venue.

### ***Styled by Aritzia:***

All guests will wear looks from the Aritzia x Meredith Hayden summer collection.

### ***Cooked by Meredith:***

Meredith prepares a signature dish from her new cookbook live—creating an authentic, intimate experience.

Decor Theme: Light blue, soft greens, fresh fruit centerpieces (lemons & cherries), branded table settings.

## Day 2: Hamptons Wellness + Meet & Greet

### ***Morning Activity***

Explore the Hamptons — beach walk, boutique shopping, spa treatments (optional)

### ***Evening Experience***

content day)

- Wishbone Book Signing + Meet & Greet open to the public.
- Merch Moment: “Meredith’s Picks” clothing rack featuring her favorite looks from the Aritzia capsule collection—available for purchase on-site.
- Gift Bags: Every attendee receives a signed cookbook and Aritzia gift bag (socks, fanny pack, beauty accessories).
- Catering: Fresh drinks and seasonal bites inspired by recipes from the cookbook.
- Decor: Coastal, citrus-themed—lemons, cherries, soft blue textiles, Aritzia-branded signage.



# Social Media Strategy

## BRAND IMAGE ACROSS PLATFORMS

LIVE

- **INSTAGRAM:** Features high-quality visuals showcasing the latest collections, influencer collaborations, and user-generated content. The clean and modern aesthetic aligns with the brand's "Everyday Luxury" theme.
- **FACEBOOK:** Shares content similar to Instagram, including product launches, event announcements, and promotional campaigns. Utilized for customer engagement and brand storytelling.
- **TIKTOK:** Embraces platform-specific trends to engage a younger audience. Content includes styling tips, behind-the-scenes footage, and participation in viral challenges, reflecting an understanding of TikTok's dynamic environment.
- **TWITTER:** Focuses on timely updates about new collections, events, and brand initiatives. Engages with followers through responses and retweets, fostering a sense of community.
- **YOUTUBE:** Publishes content such as fashion shows, behind-the-scenes footage, and interviews, allowing for deeper storytelling and immersive brand engagement.



LIVE

**SOCIAL MEDIA PRESENCE:** Instagram 2M; Facebook: 237K; TikTok: 243K; Twitter: 56K; YouTube: 2K

## GOOD PRACTICES

- **INFLUENCER COLLABORATIONS:** Partners with a variety of influencers and celebrities to enhance brand visibility and credibility across diverse demographics.
- **USER-GENERATED CONTENT:** Encourages customers to share their own styling of Aritzia products, fostering community and providing authentic testimonials.

**BEHIND-THE-SCENES ACCESS:** Utilizes short-form video content to offer exclusive looks at photoshoots and collaborations, enhancing consumer connection and loyalty.





# Social Media Strategy

Compared to competitors like Zara, Aritzia maintains a more personalized and community-focused approach on social media, emphasizing user-generated content and direct engagement with followers.

## ***SOCIAL MEDIA STRATEGY ENHANCEMENTS***

- Aritzia has successfully engaged with Gen Z consumers through platforms like TikTok and Instagram, leveraging user-generated content and influencer collaborations. To further solidify its presence and appeal, the following strategic enhancements are recommended:
- Collaborate with K-Pop Stars: Partnering with K-Pop idols, who have a massive global following among younger demographics, can significantly boost brand visibility and desirability. These collaborations can include exclusive collections, social media takeovers, or featured content showcasing Aritzia apparel.
- Engage Trendsetting Influencers: Identify and collaborate with influencers who resonate with Gen Z audiences to create promotional and fitting videos. This approach aligns with Aritzia's existing strategy of leveraging influencer partnerships to enhance brand awareness.
- Launch Interactive Campaigns: Initiate campaigns that invite influencers and their followers to participate in styling challenges or share their unique takes on Aritzia pieces. This can foster a sense of community and encourage user-generated content, further amplifying brand reach.

## ***ENHANCE VISUAL AESTHETIC AND CONTENT DIVERSITY***

- Curate a Cohesive Visual Identity: Establish a consistent color palette and editing style across social media platforms to create a unified and appealing feed that reflects Aritzia's "Everyday Luxury" ethos.
- Diversify Content Formats: Incorporate a mix of lifestyle imagery, product showcases, behind-the-scenes footage, and short-form videos to cater to varying consumer preferences and platform algorithms.



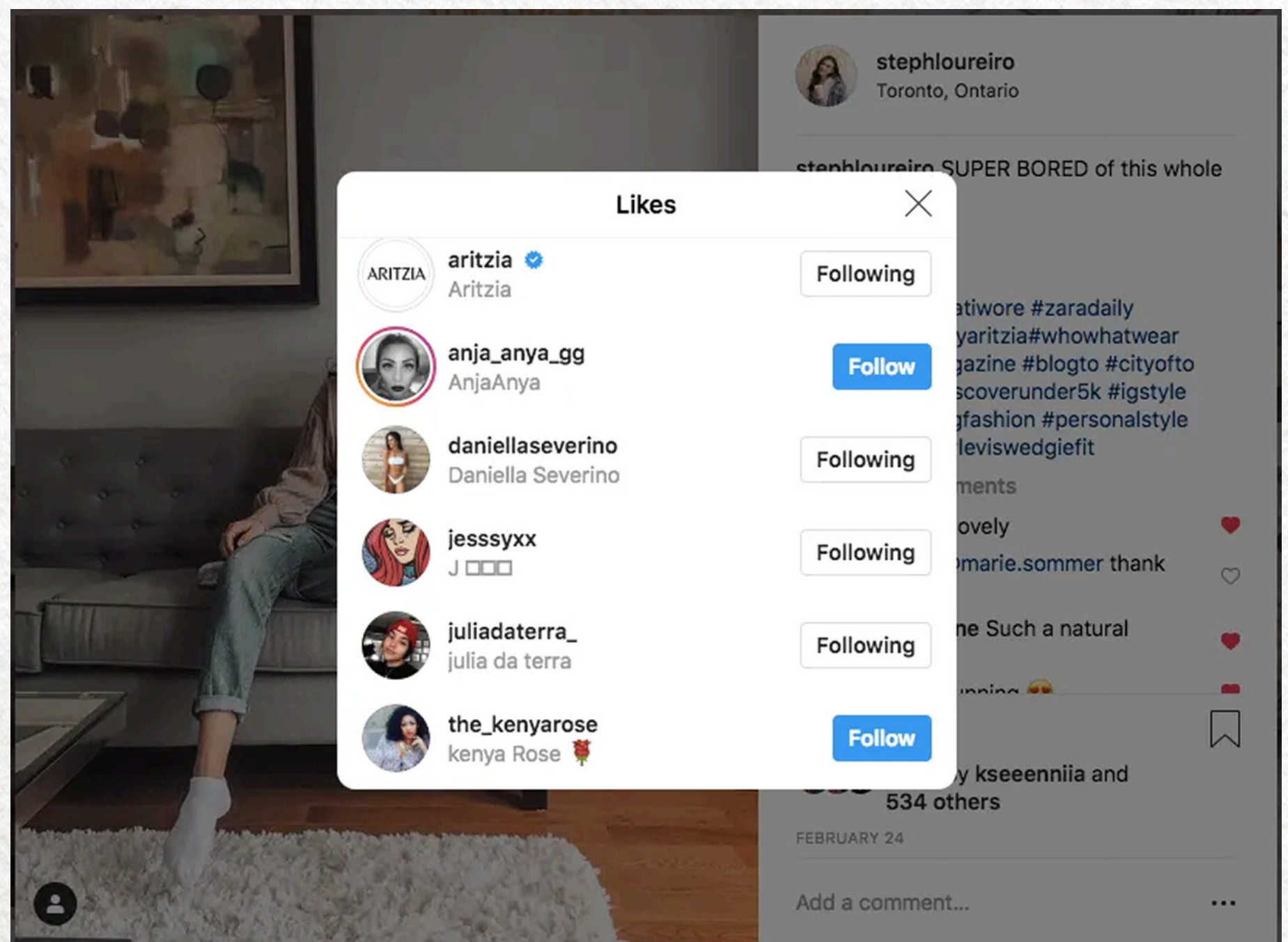
# Social Media Strategy

## **INCREASE USER-GENERATED CONTENT THROUGH INCENTIVIZATION**

- **Host Hashtag Challenges:** Create branded hashtags and encourage customers to share their Aritzia outfits, offering incentives such as features on official channels or exclusive discounts. This strategy can enhance engagement and provide authentic testimonials.
- **Collaborate with Micro-Influencers:** Partner with micro-influencers to produce product reviews and styling videos, leveraging their niche audiences for targeted reach and credibility.

## **TAILOR CONTENT TO DIFFERENT DEMOGRAPHICS**

- **Gen Z Focus:** Utilize TikTok and Instagram Reels to share trend-driven, relatable content, including participation in viral challenges and memes, to connect with younger audiences.
- **Millennial Engagement:** Highlight versatile workwear and elevated casual styles through Instagram Stories and Facebook posts, emphasizing quality and functionality to appeal to this demographic's lifestyle needs.
- **Broader Audience Reach:** Incorporate classic and timeless pieces in marketing campaigns, showcasing their adaptability and enduring style to attract a wider age range.





# Monthly Calendar

- April 2: Instagram Carousel Post
  - Photos hinting a collab
- April 4: Tiktok/Instagram Reel
  - GRWM video with Meredith
- April 7: Tiktok/Instagram Reel
  - Sneak peek video of collaboration shoot
- April 10: Instagram Story
  - A follower engagement story getting followers excited about collab launch
- April 12: Instagram Carousel post
  - Drop of collab with Meredith Hayden
- April 15: Instagram Carousel post
  - More photos from the shoot
- April 17: TikTok/Instagram reel
- Behind the scenes with Meredith Hayden
- April 19: Instagram Carousel post: Photos of Meredith Hayden wearing pieces from the line that are featured in her cookbook
- April 22: TikTok/Instagram Reel
- Video of Meredith Hayden showing and explaining the different pieces of the collab



# Monthly Calendar

- April 25: TikTok/Instagram Reel
- Video showing some of the different outfit possibilities with the pieces from the collab
- April 28: TikTok/Instagram Reel
- Video showing some of the different outfit possibilities with the pieces from the collab
- April 28: TikTok
- GRWM for event with Meredith Hayden
- April 28: Instagram Carousel Post
- Pictures of the event
- April 28: Instagram Story
- Attendees post videos and photos that are then uploaded to the Aritzia story
- April 29: TikTok/Instagram Reel
  - Interview with attendees asking them what their favorite pieces of the collab are
- April 30: TikTok/Instagram Reel
  - Montage video of the event showing the attendees and different aspects of the event



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