



# Reformation

## BUSINESS REPORT

By: Tiffany Perez

# Retail Store: Reformation





## HISTORY

- Yael Aflalo founded Reformation in 2009, ten years after creating her first clothing line called Ya-Ya
- In the midst of her starting her first line, she visited manufacturing factories in China and learned more about the fashion industry's sustainability issues
- After learning the industry's ins and outs, she decided to leave her company and focus on her then side project of “reforming” vintage clothing. Thus, Reformation was born to be a brand that is both sustainable and stylish

# BRAND IDENTITY

Being naked is the #1 most sustainable option.  
We're #2

- Reformation is an LA-based brand where all of its clothing is designed and manufactured with sustainability in mind.
- Quarterly sustainability reports and providing a “Ref Scale” on the environmental impact of each garment they sell.
- Their designs consists of easy, effortless, silhouettes that are simple and flatter the female figure.
- They are committed to sourcing eco-friendly materials and fabrics such as TENCEL, linen, Canopy certified Viscose, recycled cotton, deadstock etc.





Who is she?

## CUSTOMER PROFILE

“Cool girls” and influencers

Ages between 27 to 32





# MERCHANDIZE

- Reformation is more popularly known for its feminine peasant tops and various flirty floral dress silhouettes in sustainable fabrics. However, they also carry shoes, accessories, kids, wedding gowns, plus size, intimates, and fabric face masks (a recent addition due to the pandemic).
- While Reformation offers basics such as T-shirts, loungewear, and jeans, their main collections are limited edition to cut back on waste. Notably, items made with deadstock materials are in shorter supply.
- Collaborations with Patagonia, Girlfriend Collective, and ThredUp



# PRICE POINT



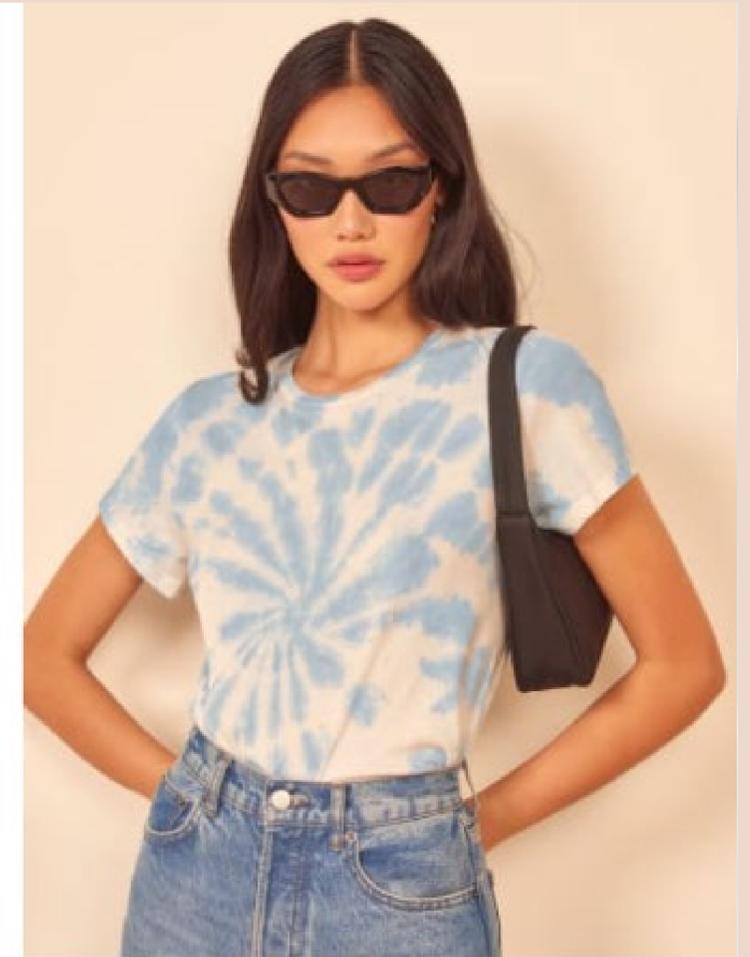
New  
Strada Top  
\$98  
2 colors



Fulton Dress  
\$248  
3 colors

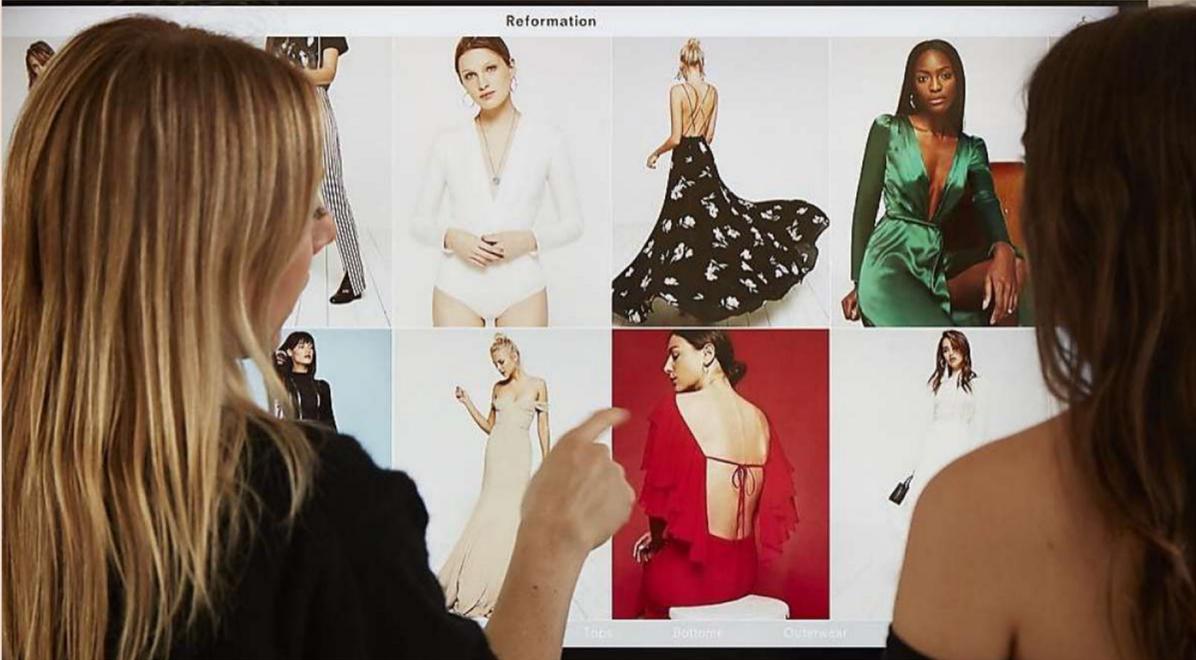


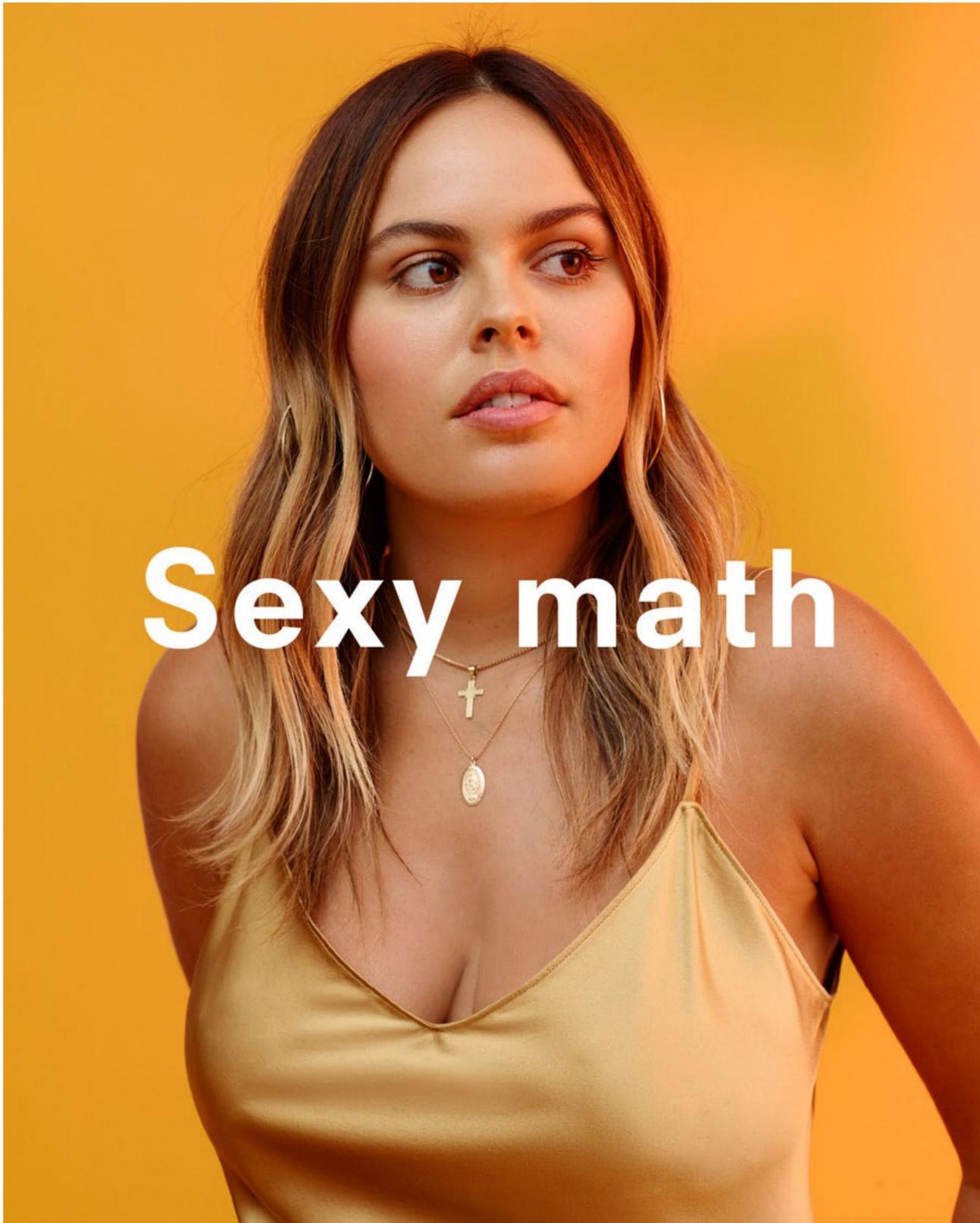
Geranium Dress  
\$598



Waitlist  
Perfect Vintage Tee  
\$28  
5 colors

# VISUAL MERCHANDIZING STRATEGY





# Sexy math

## FIANCIALS

- In 10 years, Reformation grew from a repurposed vintage shop in Los Angeles to a \$150 million business. The brand has a sales growth of 60 percent year-on-year since 2014.
- In 2018, approximately 80% of Reformation's sales came from their online website. Reformation expects in-store sales to increase over time, due to partnerships with retailers such as Nordstrom.
- On July 10th, 2019, Permira Funds purchased a substantial amount of stake of Reformation.
- According to the Permira website, they 33 different investments and have since accumulated 3.6 billion Euros (or approximately \$4.19 billion US) in sales.

# CITATION

## All Images: Google.com & Reformation.com

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