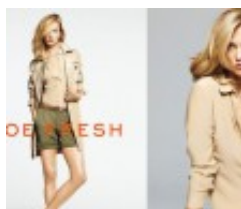


# The Secret Behind the Growing Success of Canadian Retail Brands

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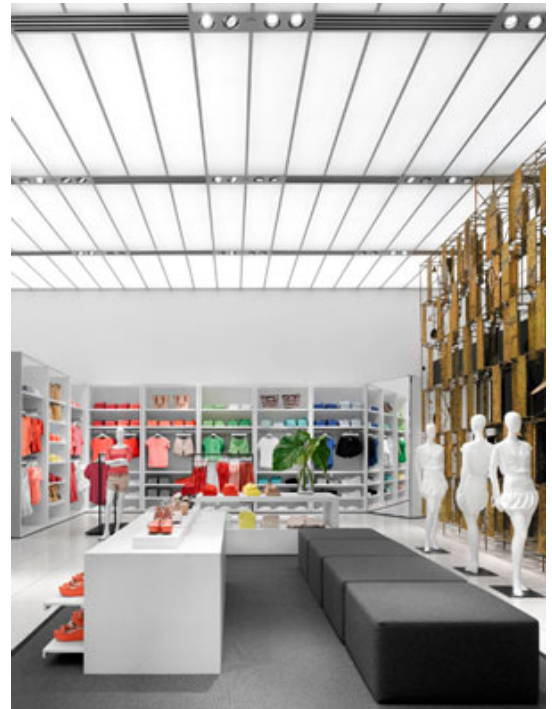
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As we celebrate **Interbrand** Canada's 15th anniversary, it's a great time to highlight some of the great **brands** we have been able to export as a country. Canadian retailers are making waves south of the border with the rapid expansion of **Lululemon**, **Joe Fresh** and **Aritzia**. The secret behind their growing success lies in each **brand's** unique approach.



[Lululemon](#), the original yoga apparel **brand**, has [grown way past](#) its namesake yoga pants. Lulu has managed to bridge the gap between workout-wear and street-wear, creating a new weekend (and weekday) uniform for die-hard enthusiasts to enjoy. **Lululemon** has been formally invited to the Sunday brunch table, without questioning if there is a yoga class to follow, and has spread far beyond its Vancouver origins to Singapore, Sydney and [beyond](#).



**Joe Fresh** is taking founder **Joe Mimran's** “classic style with a twist” ethos worldwide, as it's now [expanding](#) beyond North America. “Joe” introduced its own spin on traditional fast fashion (think **H&M** and **Zara**) by adding a new level of convenience and accessibility to the proposition:

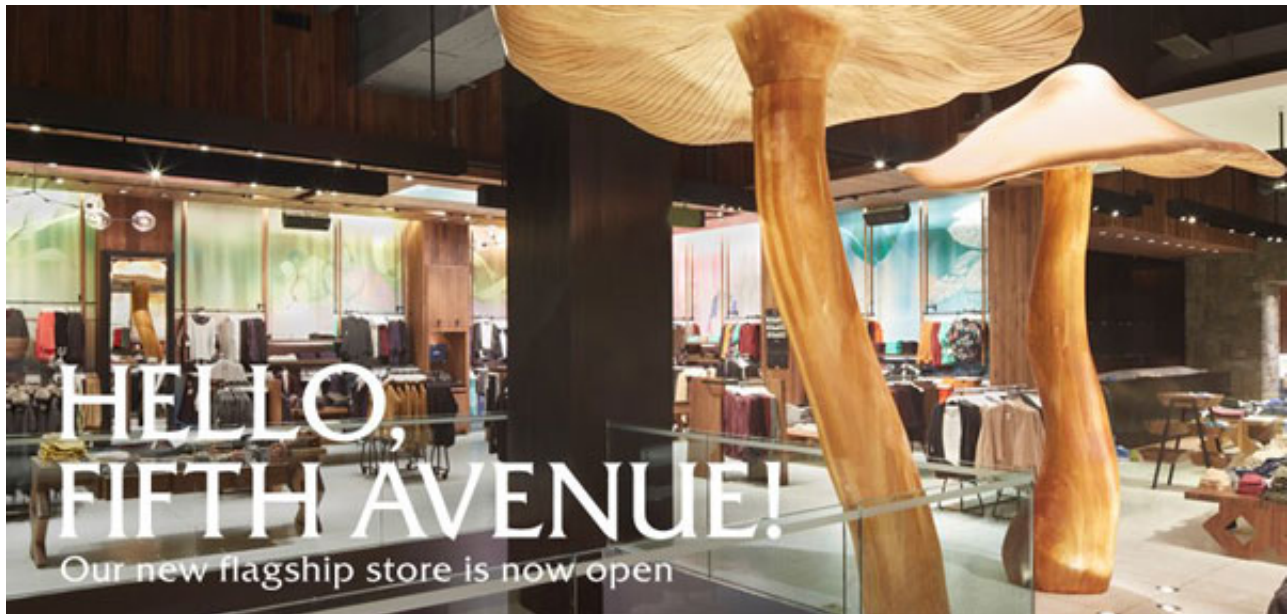


affordable fashion modeled by the likes of **Karlie Kloss** and **Joan Smalls**, located right inside your neighborhood grocery store.

Gone are the days of lackluster visits to the supermarket for Canadians—now there is a reason to get excited about picking up that fresh loaf of bread or jug of milk—while Americans may have discovered the **brand** at [JCPenney](#) and in standalone stores in New York. The constantly changing **Joe Fresh** product mix ensures there is always something new for customers to discover in-store, while reaping the benefits of a repeat—and captive—customer base.



[Aritzia](#)'s secret to success is its unique curate-and-manufacture business model. Each boutique offers a selection of well-known **brands** combined with unique in-house **brands**, which can't be found anywhere else. Established **brands** such as [J Brand](#) and [Citizens of Humanity](#) effectively draw customers into the store, while the exclusive **brands** act as a true differentiator in the eyes of the consumer. The success of in-house **brands** such as [Wilfred](#) have become so popular that Aritzia has started to create dedicated standalone stores in Canada and the US, including a flagship store on New York's famed Fifth Avenue.



Through each **brand**'s innovative approach to retail, whether it's creating a new retail segment of fashion-forward workout wear, bringing fast fashion to the grocery store, or leveraging the success of external **brands** to build an in-house portfolio, it will be interesting to see what these Canadian retailers come up with next and what other innovative Canadian **brands** will follow in their footsteps.

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