

ARITZIA

TAYLOR BALL STRATEGY & OPERATIONS INTERN



ABOUT ARITZIA

Everyday Luxury. To Elevate Your World.

Founded in Vancouver, BC in 1984, Aritzia is a **vertically-integrated**, innovative design house and boutique. Aritzia is best known for its upscale, high quality women's clothing sold online and in Aritzia's 100+ boutiques throughout North America. Aritzia prides itself on providing immersive and highly personal shopping experiences.

More than 96% of Aritzia's net revenue comes from its in-house brands such as Wilfred, Babaton, TNA, Sunday Best, and Super World. For these in-house brands, Aritzia controls the design, merchandise planning, sourcing, production, and retail functions. Each brand is treated as an independent label with its own creative team and aesthetic. Together, all the brands provide the "Everyday Luxury" Aritzia is known for. On June 1st, 2022, Aritzia expanded its product line to include swimwear.



MY ROLE

Strategy & Operations Intern

Aritzia's Strategy & Operations Department (Aritzia Consulting Group or ACG) is an **internal consulting team** that partners with the business to design the way Aritzia operates. ACG is responsible for identifying, evaluating, building, and implementing the **world-class infrastructure** required for Aritzia to scale.

My fellow interns nominated me as the inaugural "Busy Bee" intern. Here I am with the incredible Talent Program team that built this internship program (left to right): Tamara Tutnjevic, Amanda Chan, and Sofia Luis.



THE INTERNSHIP

The Best & Brightest Program

5,500+ Applicants
50 Interns
Thorough Onboarding

Interns worked in departments such as **Strategy & Operations**, Sustainability, Marketing, Finance, Project Management, Data & Analytics, Supply Chain Management, and more.



MY SUMMER HIGHLIGHTS

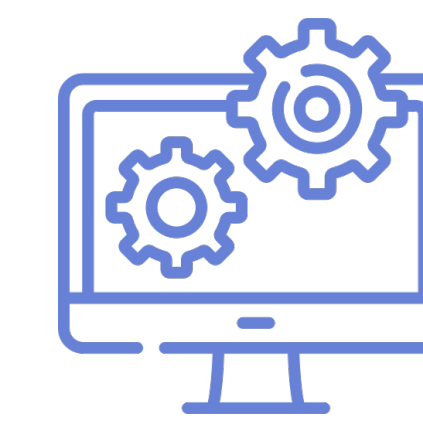
Exciting Projects with High Autonomy and Support

Analyzed Sustainable Business Opportunities



- Performed **benchmarking of renewable energy usage** within the Aritzia's competitive retail landscape to identify industry trends and best-in-class examples.
- Researched and presented H&M's controversial misuse of the **HIGG index** to educate the Strategy & Operations department.
- Helped create a 5-year timeline for **ESG reporting**.

Strategized Deployment of a New Technology



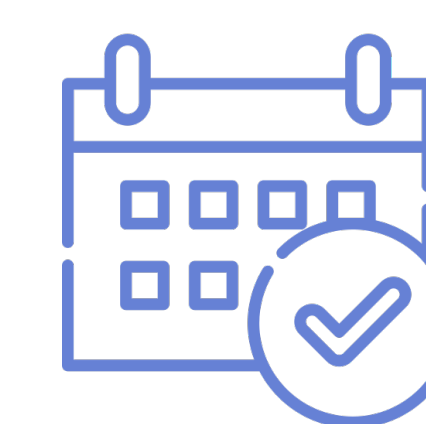
- Audited** all company-wide files and proposed a new file management structure for shared resources.
- Conducted **focus groups** with newly onboarded employees and senior leaders to understand how stakeholders use existing technology.
- Collaborated with senior leaders during a **department pilot** to stress-test our proposed company-wide implementation plan.

Evaluated Retail Expansion Opportunities



- Researched **competitors' real estate expansion strategies**.
- Developed a **methodology** to analyze the viability of retail markets down to a street level.
- Presented a 40-minute capstone project to **senior and C-suite leaders**.

Updated a Department Lifecycle



- Assisted senior and C-suite leaders in identifying departmental pain points.
- Assisted in the development of a new seasonal calendar to enhance departmental efficiencies and save time and money.

KEY TAKEAWAYS

Life Lessons from Aritzia

Retail is Detail

Sweat the small stuff, always double check your work, and remember everything is "Corporate Art" because you never know who might see your project.

Stick to a Structure

Chances are, you aren't the first person doing a task. Find examples of past work and reach out to your teammates before diving into any new projects.

Build Your Network

Over the summer, I had 30+ coffee chats with Aritzia employees. This gave me a better understanding of the business and its culture. An unexpected benefit of this approach was that I was invited to collaborate on more projects.

