

Aritzia × Plus One

Everyday Luxury is better with company.

THE OPPORTUNITY

Aritzia is in the middle of its biggest U.S. push yet, and it grows the way few retailers can: photogenic boutiques, named hero products and customer hauls do the work that ads do elsewhere. In a city that has never had a store, none of that exists yet. A new boutique opens with online shoppers and no local life.

THE CONCEPT

Plus One makes every boutique the place you bring someone new. Aritzia supplies the setting, the styling and the reason to get dressed. The customer supplies the story, and every pair who shows up is two new customers and two phones filming.

\$3.7B

Fiscal 2026 net revenue, up 35% year over year

62%

Of revenue now from the U.S., growing 44%

11–12

New U.S. boutiques planned this fiscal year

The one rule Come with someone you don't know well yet — a coworker, a neighbor, the girl you met at a pop-up last week.

THE TARGET GIRL

She's 22–27 and just moved for her first big-girl job, to Soho or across town. Her closet is half college, half “I should probably own a blazer.” She's building a life from scratch: finding her coffee shop, her workout class, her people. She discovers brands on TikTok, trusts hauls over ads, and will spend on a piece that works 9-to-dinner. She'd rather get invited than get a discount code.

THREE ACTIVATIONS

01

The Plus One Supper Club

An after-hours dinner inside each new boutique before it opens, for about 20 local women: founders, stylists, dancers, chefs. The only ticket is bringing a creative woman you've never met. Guests are styled in the fall collection before sitting down.

02

Moving Pieces Morning Club

Saturday movement classes in the boutique, led by local dance and Pilates instructors in TNA. You RSVP as a pair. The content hook is “does it move?": short films of dancers in the Effortless Pant, proving the clothes are comfortable in real life.

03

The Plus One Pass

In the new Aritzia app, any member can send a friend a pass: a styling appointment for two, early access to a drop, or a seat at the next supper. Access, never discounts. On TikTok it powers an “I styled my plus one” creator format.

12

GUESTS

\$300

BUDGET

1

RULE

I've already run this. In 2026 I hosted the Mischalin Star Dinner: twelve guests on a \$300 budget, with one rule — invite someone you think would love the concept. I built the theme, guest list, menu, decor and activities. The supper club is that night, scaled.

HOW WE'D MEASURE IT

New-customer share

First 90 days in each new market

Passes sent & used

Plus One Passes in the app

RSVP-to-attend

Across both event series

#AritziaPlusOne

Customer-made posts per city