

Should Threadless move into physical retail distribution?

Given the diversity of the products Threadless offers I would not recommend it to go into physical retail distribution. If it does so it will incur high logistic costs in order to ensure availability of all its designs in the physical stores.

If Threadless were to move into physical retail distribution, how?

If Threadless were to move into physical retail distribution, I would recommend it to use an existing retailer. This would allow them to use the distribution channels of this retailer. This ensures the availability of their designs while distribution cost remain manageable.

If Threadless were to move into physical retail distribution, what should the relationship be between its online vs. physical distribution?

If Threadless were to move into physical retail distribution, the link between both channels could be that you can try on the product in the physical store while still ordering online. This would allow customers to see if they like the designs while maintaining inventory and distribution costs low.