

Bloomberg Intelligence

Aritzia Long-Term Drivers



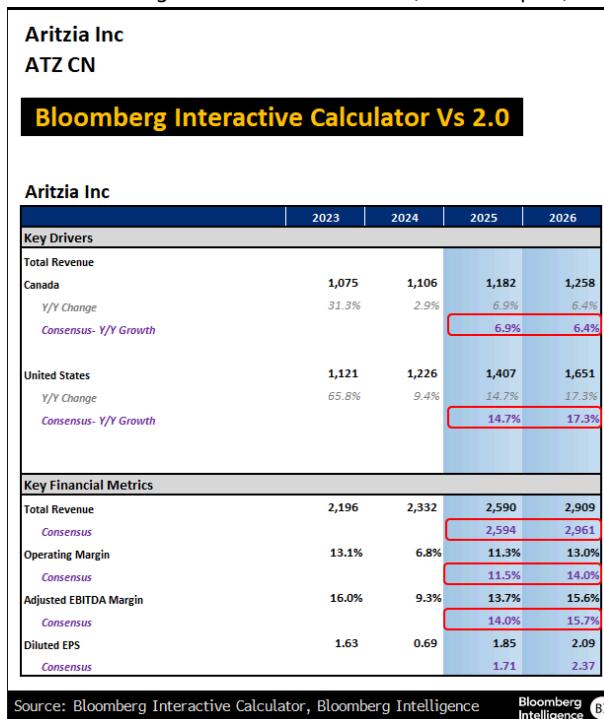
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1. Aritzia's US Store Expansion, Remodels, Social Media Fuel Growth

(Bloomberg Intelligence) -- Aritzia's US store footprint may triple from 51 over the next several years, with 100 locations identified as meeting its standards. With recent boutique openings exceeding hurdle rates and e-commerce and social-media campaigns gaining traction, sales and margin expansion can top consensus. Its model of selling mostly at full price, which we calculate as making up 80% of sales, distinguishes Aritzia in a US market flush with promotions. Only Lululemon takes a similar tack, likely a big factor in its 27% Ebitda margin. Aritzia may surpass its 19% Ebitda margin target for 2027 by 100-200 bps as it boosts online marketing, with the fast-growing US e-commerce business more profitable than in-store.

The Bloomberg Interactive Calculator uses Bloomberg's detailed consensus estimates to create an integrated financial model. (09/16/24)

Bloomberg Interactive Calculator (Click to Open)



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