

ANDREA CANÉ, WOOLRICH

Shamin Vogel



Woolrich is one of the most iconic companies in the outerwear segment and one that understands the industry especially well.

WeAr has interviewed Andrea Cané, Global Creative Director at Woolrich International, to find out more about the company's future and its opinion on retail.

Mr. Cané, where do you see Woolrich John Rich & Bros.' development in the next five years?

I see Woolrich JR&B leading what I call the 'authentic contemporary' outerwear segment. **JR&B** is our premium line, focused on creating the next generation of parkas. Updating our icons is part of our longevity in the business: we've been at it for almost 200 years!

What has changed since the merger with Woolrich International, and what changes can we expect in the future?

After the merger, we will focus on two segments: JR&B will cover the urban-oriented side, and a new label will be created to cover the outdoor segment. The brand is very well-known in the outdoor industry, and we need to reinforce our presence in this segment with a premium positioning, while establishing a more city/urban positioning of JR&B.

What are your latest retail projects? Could you also tell us about your concept store in Milan?

We are opening four new stores (Düsseldorf, Frankfurt, Toronto, and Milan). This focus on retail is pushing the company to change its business model,



offering many more deliveries and specific retail drops and retail customization. As for the Milan store, we are working on building a new shopping experience. This store will be a journey from 'Urban' to 'The Outdoors'. The layout will be finalized for A/W 18, with the release of the new outdoor collection. We like the idea of a 'changing retail environment'.

Where do you see the strongest growth for Woolrich – in terms of products, but also geography?

It will be in outerwear. We are also entering the shoe business and extending our accessories and RTW. In terms of geography, we have three major areas with different priorities: in Europe, we will develop the UK and France. In North America, we need to regain our relevant position because we are an American brand. In Asia, we are consolidating Japan and starting Korea before entering China.

You have announced a collaboration with Cordura. Are there others in the pipeline?

The collaboration with **Cordura** is part of our strategy of working with unique manufactures that give us the credibility necessary for product innovation. We also collaborate with other fabric suppliers and

component leaders, such as **Vibram** for shoes. On the industrial side, we are making blankets for the most important streetwear brands in our mills in Pennsylvania; they will be released in A/W 17 and A/W 18. We are also working on a collaboration with an iconic sneaker brand that will be released in October. And for A/W 18, we are currently confirming a couple of projects with talented new designers. Stay tuned...

www.woolrich.com



Launch: Woolrich: 1830,
Woolrich John Rich & Bros 1999

POS: 2500

Own stores: 22

President: Cristina Calori

CEO: Paolo Corinaldesi

Range: Outerwear, Womenswear, Menswear,
Kidswear, Accessory, Footwear

Markets: USA, Canada, Europe, Eastern
Europe, Russia, Japan, South Korea

Distribution countries: 45