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Approach:

Reunion, a division of Union Bay and Seattle Pacific Industries, asked GIRVIN to aid in a repositioning effort for this line, which had been challenged by a lack of buyer interest and confusion over the line.

Result:

GIRVIN created a new modeling for how to merchandise the line, explaining the details in a new manner, new photography, details resolutions and storytelling for the line. The success was significant and instantaneous, with accolades from the development team and sales increases from the buying groups for national distribution.



"The Girvin team did an excellent job of translating the essence and uniqueness of the Reunion brand into a Fall '06 catalog. The concept was so strong that it is being used as the basis for updating the Reunion website."

Dominique de Give | ReUnion Sportswear