

THE ROW

Jimmy Tseng

Rakshitha

Konda

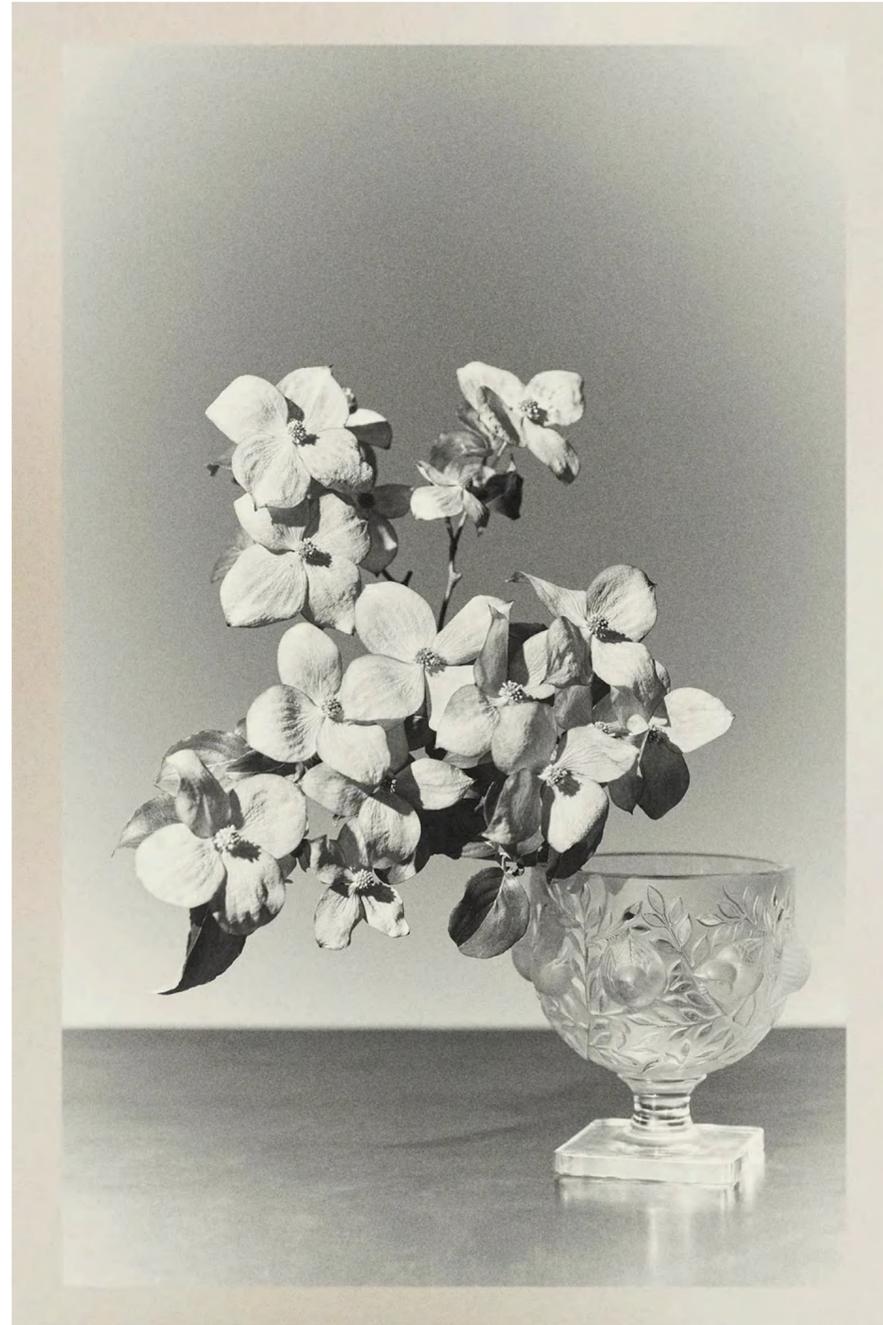
Xi Jiang

LUXURY DISTRIBUTION FINAL PROJECT



LXMT 745

WINTER 26



- TITLE SLIDE
- TABLE OF CONTENTS
- BRAND OVERVIEW
- CURRENT DISTRIBUTION
- WHY KOREA
- WHY SEOUL
- MARKET POTENTIAL
- TARGET AUDIENCE
- PESTEL HIGHLIGHTS
- ENTRY STRATEGY
- 1-YEAR ROLLOUT TIMELINE (Q1–Q4)
- KPIS + TOP RISKS / MITIGATIONS
- 3-YEAR STRATEGIC PLAN
- 5-YEAR STRATEGIC PLAN
- REFERENCES SLIDE



The Row is an American luxury fashion brand founded in 2006 by Mary-Kate Olsen and Ashley Olsen. The brand focuses on minimalist design, precision tailoring, and high-quality craftsmanship, emphasizing timeless pieces rather than visible logos.

Its name is inspired by Savile Row in London, known for bespoke tailoring. Starting with the concept of the perfect white T-shirt, The Row has grown into a full luxury lifestyle brand offering ready-to-wear, leather goods, footwear, and accessories. Today, it represents quiet luxury, appealing to consumers who prefer understated elegance over trend-driven fashion.

THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

BRAND TIMELINE

2006

The brand launches its first full ready-to-wear collection



Founded by Mary-Kate Olsen and Ashley Olsen



2007

2011

The Row opens its first boutique in New York City



The founders receive a CFDA Womenswear Designer of the Year nomination



2014

2016

The brand introduces its first menswear collection

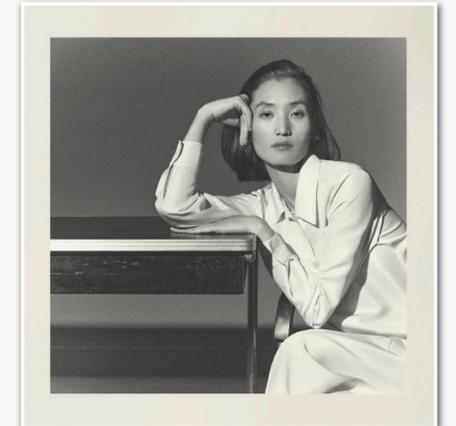


The brand expands into footwear, handbags, and accessories



2018

2026



The Row becomes known globally for minimalist design and quiet luxury



Ready-to-Wear
(Core Category)



Leather Goods



Footwear



Accessories

The product assortment of The Row focuses on minimalist luxury wardrobe essentials. The brand offers ready-to-wear pieces such as tailored coats, blazers, knitwear, and dresses crafted from high-quality fabrics. In addition, it includes a curated range of accessories like leather handbags, footwear, and small leather goods, all designed with an emphasis on timelessness, craftsmanship, and understated elegance.

THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

BRAND POSITIONING

High Fashion/ Trend Driven

KHAITE THE ROW
BOTTEGA
VENETA

Minimal/ Quiet Luxury

Visible Luxury/ Branding


BRUNELLO CUCINELLI

 *Loro Piana*


HERMÈS
PARIS

Timeless/ Classic

THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

CURRENT DISTRIBUTION



The Row follows a selective luxury distribution model focused on exclusivity, scarcity, and control.

Key principles:

- Limited retail footprint
- Selective wholesale partnerships
- Controlled e-commerce presence
- Minimal marketing to preserve brand mystique

This strategy protects brand equity and reinforces ultra-luxury positioning.



- South Korea is one of the world's strongest luxury markets in per-capita spending, showing strong willingness to invest in premium fashion.
- Luxury demand is driven by Millennials and Gen Z, who are highly trend-aware, digitally native, and open to both heritage and niche brands.
- Consumers increasingly value authenticity, craftsmanship, and individuality, which fits well with The Row's quiet luxury positioning.
- Korea also has a highly developed omnichannel environment, supported by strong e-commerce, sophisticated department stores, and luxury-savvy shoppers.
- Together, K-culture, tourism growth, and social visibility make South Korea an important gateway for brand relevance in Asia.



- Fashion/luxury capital of Korea
- Trend-setting and culturally influential city
- Experience-driven retail environment
- Strong mix of local shoppers + tourists

THE ROW

LUXURY DISTRIBUTION FINAL PROJECT



- Growth opportunity for niche/understated luxury
- White space beyond logo-heavy brands
- Omnichannel and resale-aware consumers
- Seoul as a gateway for long-term North Asia expansion

MARKET POTENTIAL





Korean consumers are young, informed, and trend-aware.

The market is shifting from logo luxury to craftsmanship and authenticity.

Consumers value minimalism and long-term wardrobe investment.

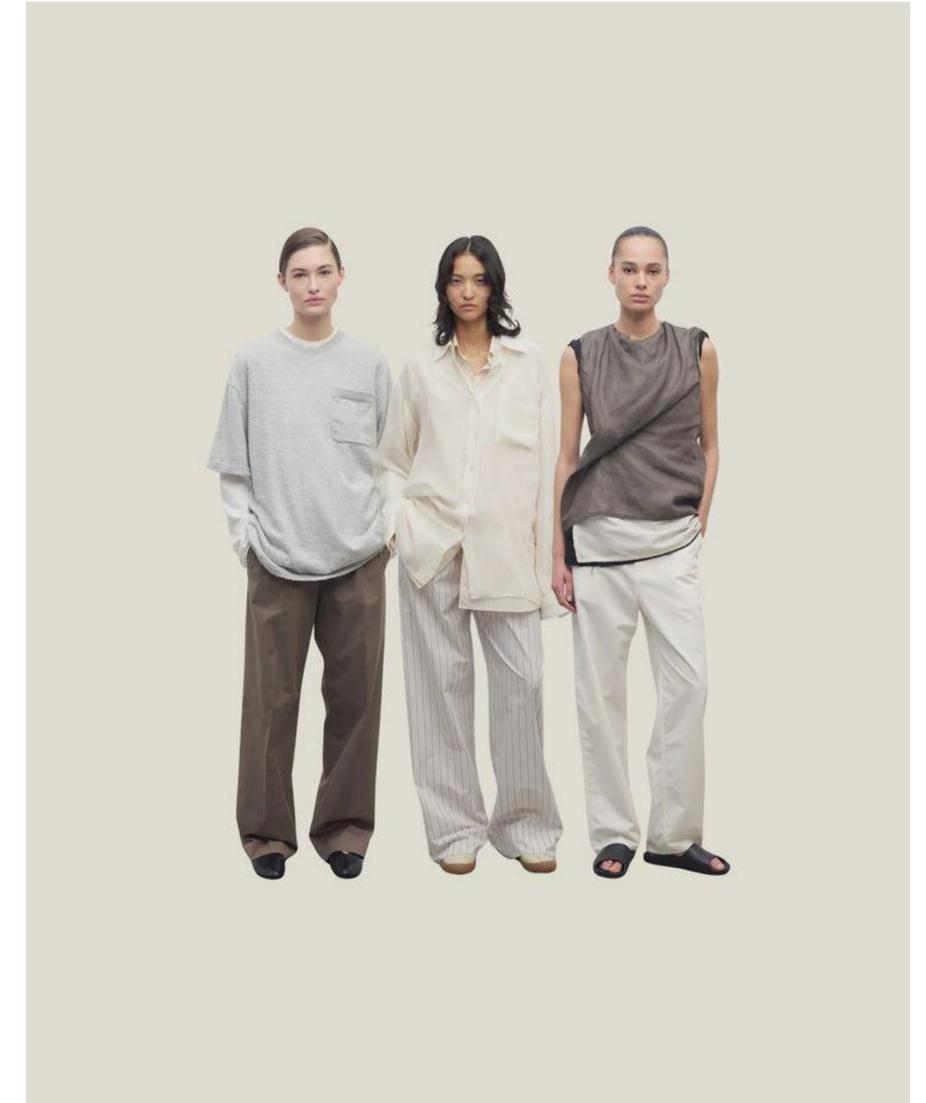
1 Demographic:
Women and men aged 25–45, affluent Millennials and Gen X with middle-to-high income, living in Seoul and major urban luxury districts.

2 Psychographic:
Minimalist, culturally aware, and quality-driven. They prefer craftsmanship, timeless design, and quiet luxury over logos and fast trends.

3 Key Insight:
“Luxury is felt through quality, not visibility.”
The Row appeals to consumers who express status through subtle elegance.

4 Core Traits:

- Independent
- Refined
- Minimal
- Emotionally intelligent
- Quietly confident



SHIN MIN AH

Actress

Age: 40

Location: Seoul, South Korea

Shin Min Ah embodies the refined elegance of modern Korean luxury. Known for her effortless and sophisticated style, she gravitates toward pieces that emphasize subtlety, craftsmanship, and timeless design. Rather than following fleeting trends, she prefers garments that reflect confidence, quiet power, and understated femininity.

For Shin Min Ah, fashion is a reflection of personal identity elegant, thoughtful, and enduring. The Row's minimalist tailoring, neutral palettes, and focus on quality align perfectly with her aesthetic and lifestyle.

Style Personality: Timeless minimalism with quiet sophistication.



ROWOON (Kim Seok-woo)

Actor / Singer

Age: 28

Location: Seoul, South Korea

Rowoon represents the modern Korean male luxury consumer who values refined tailoring and understated elegance. Known for his polished public image and clean fashion choices, his style often features neutral tones, structured coats, and minimal silhouettes.

Rather than loud branding, he favors sophisticated pieces that highlight craftsmanship and fit. The Row's quiet luxury philosophy aligns with his aesthetic, emphasizing timeless menswear and subtle confidence.

Style Personality: Modern tailoring with understated sophistication.



P	E	S	T	E	L
<ul style="list-style-type: none"> • Stable business environment • Open to global luxury brands • Low political risk for retail entry 	<ul style="list-style-type: none"> • High per-capita luxury spending • Strong premium fashion demand • High rent and operating costs 	<ul style="list-style-type: none"> • Young, luxury-savvy consumers • Growing interest in quiet luxury • Strong focus on image and lifestyle 	<ul style="list-style-type: none"> • Advanced e-commerce market • Strong digital discovery behavior • Supports omnichannel retail 	<ul style="list-style-type: none"> • Rising sustainability awareness • Demand for timeless, long-lasting products • Matches The Row's minimalist values 	<ul style="list-style-type: none"> • Must comply with import and tax rules • Local business setup is important • Strong brand protection needed



- Direct-to-consumer flagship store as the entry channel in Seoul
- Ensures full control over brand image, pricing, merchandising, service, and clienteling
- Fits Seoul's experience-driven retail market and The Row's quiet luxury positioning
- Strengthens prestige as The Row's first flagship in Asia
- Supported by The Row's official e-commerce website for omnichannel visibility

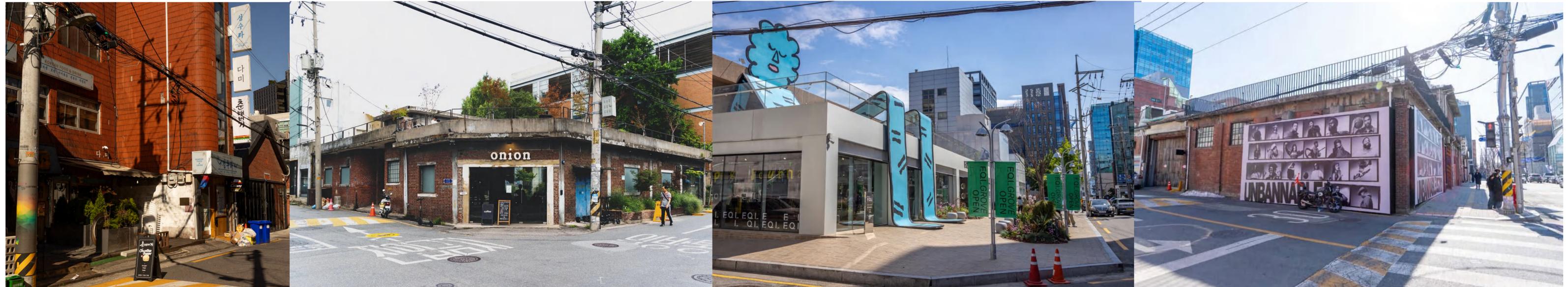
THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

LOCATION



- Selected as Seoul's leading trend-driven and experience-focused retail district
- Strong fit for a first flagship because it attracts fashion-forward local consumers, MZ shoppers, and international visitors
- Offers a more contemporary, discovery-based environment that matches The Row's modern quiet luxury image





- Shinsegae Group as the strongest strategic partner candidate
- Provides access to a high-spending luxury customer base, strong local market knowledge, and future channel expansion opportunities
- Useful for long-term support in VIP events, brand visibility, and possible selective department store presence, while keeping the flagship DTC-led



THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

PRODUCT MIX



Amos Scarf



Bertrand Coat



Bowen Sunglasses

- Focus on ready-to-wear, leather goods, shoes, and selected accessories
- Prioritize timeless core pieces that reflect The Row's minimalism, craftsmanship, and understated luxury
- Keep the assortment edited and controlled, with limited seasonal fashion items to preserve exclusivity and reduce inventory risk



Kai Lace Up Boot



Margaux Bag



KOREA FLAGSHIP STORE



Q1 — Setup

- Secure Seongsu flagship location
- Complete legal and operational setup
- Finalize store concept and product assortment

Q2 — Pre-Launch

- Begin local press and VIP seeding
- Launch a private preview / art-based activation
- Train staff and activate CRM systems

Q3 — Launch

- Open The Row's first Asia flagship in Seoul
- Drive client acquisition and brand visibility
- Track early sales and customer KPIs

Q4 — Optimize

- Adjust assortment and replenishment
- Strengthen clienteling and repeat visits
- Review Year 1 results and prepare Year 2 priorities

THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

YEAR 1 PLAN

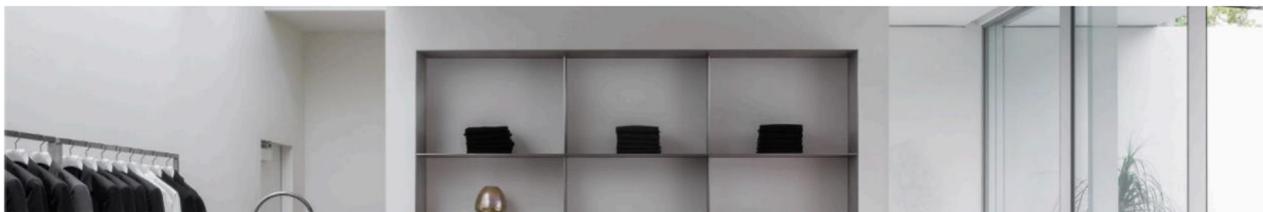
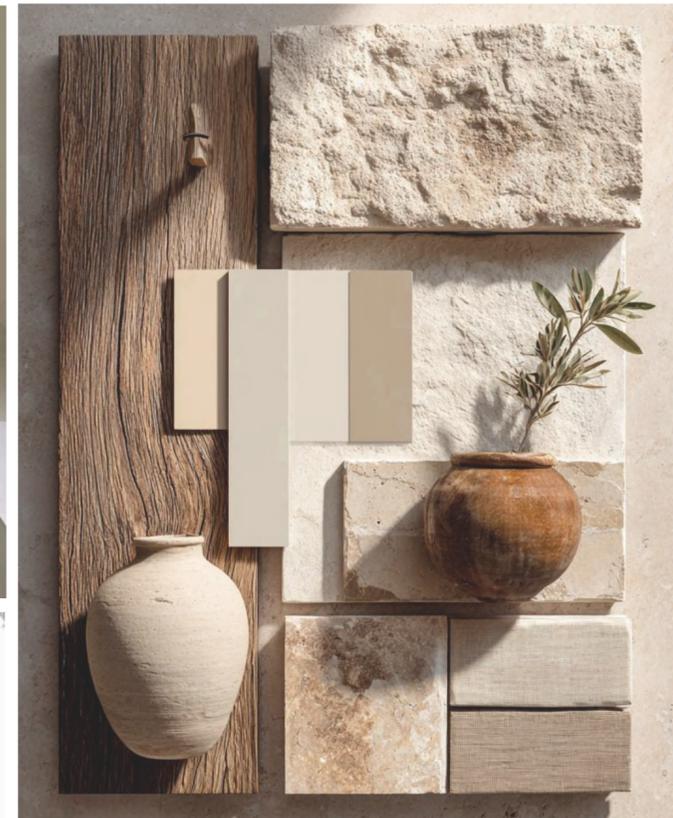
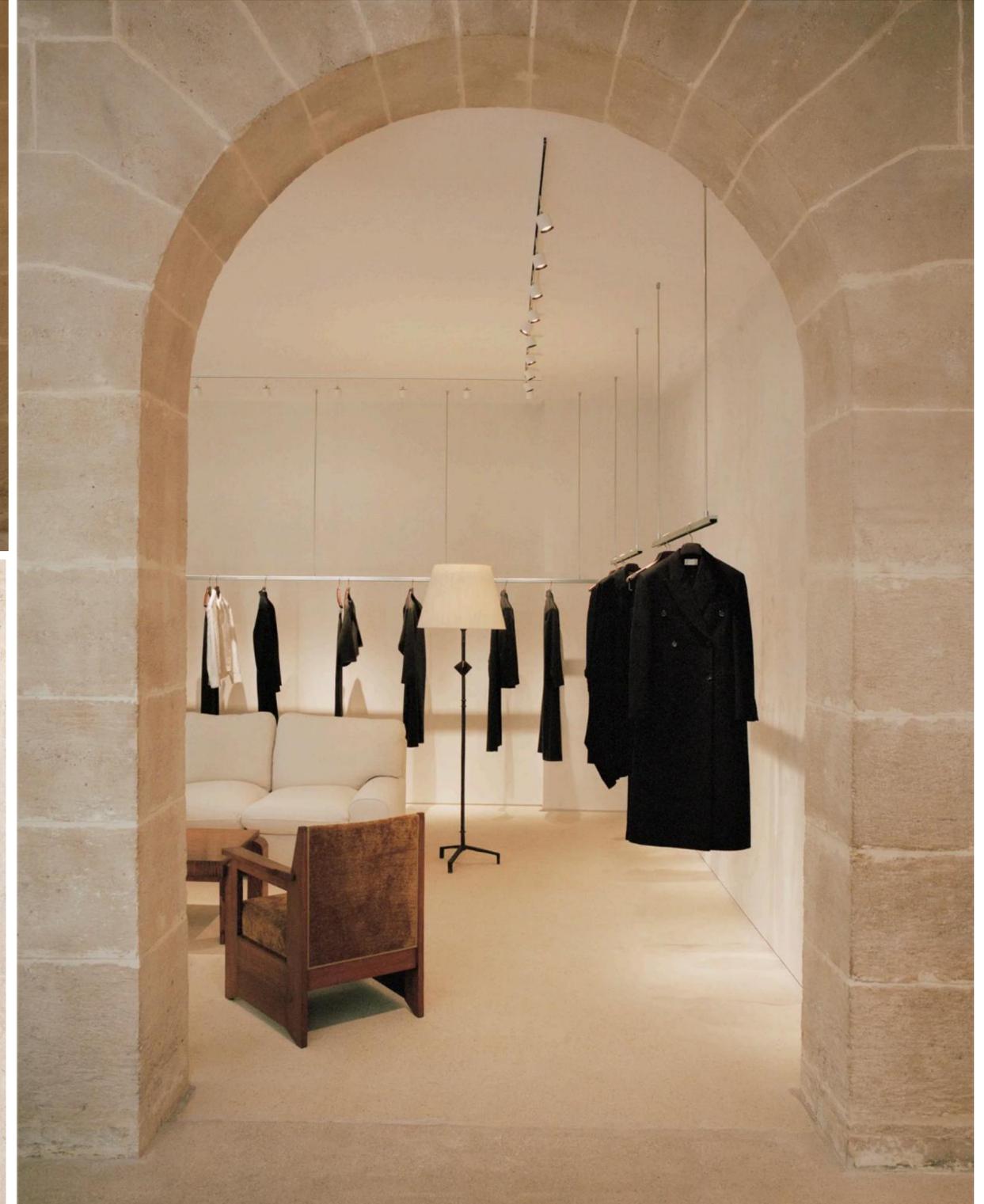


68 Yeonmujang-gil, Seongdong-gu, Seoul, South Korea

THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

MOOD BOARD



THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

3D REDERS



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR

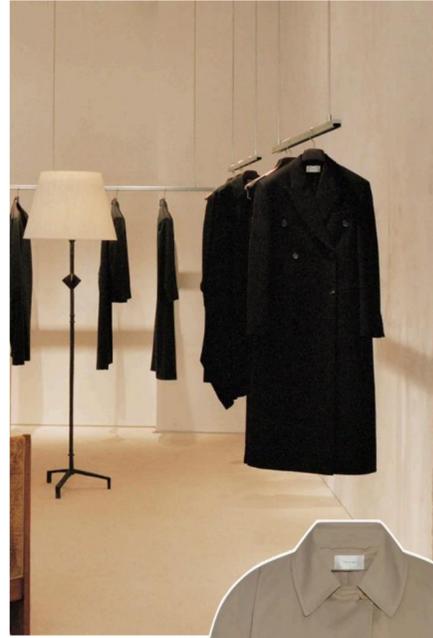




Handbags Display Area

Rest Area





Ready-to-wear



Coffee Zone





Fitting Room



VIP Lounge Area

THE ROW

LUXURY DISTRIBUTION FINAL PROJECT

KPIs

- Sales revenue
- Sales per square foot
- Conversion rate
- Average transaction value
- Full-price sell-through
- CRM capture rate
- Repeat purchase / VIC growth
- Inventory turnover



KPIs and Top Risks & Mitigations

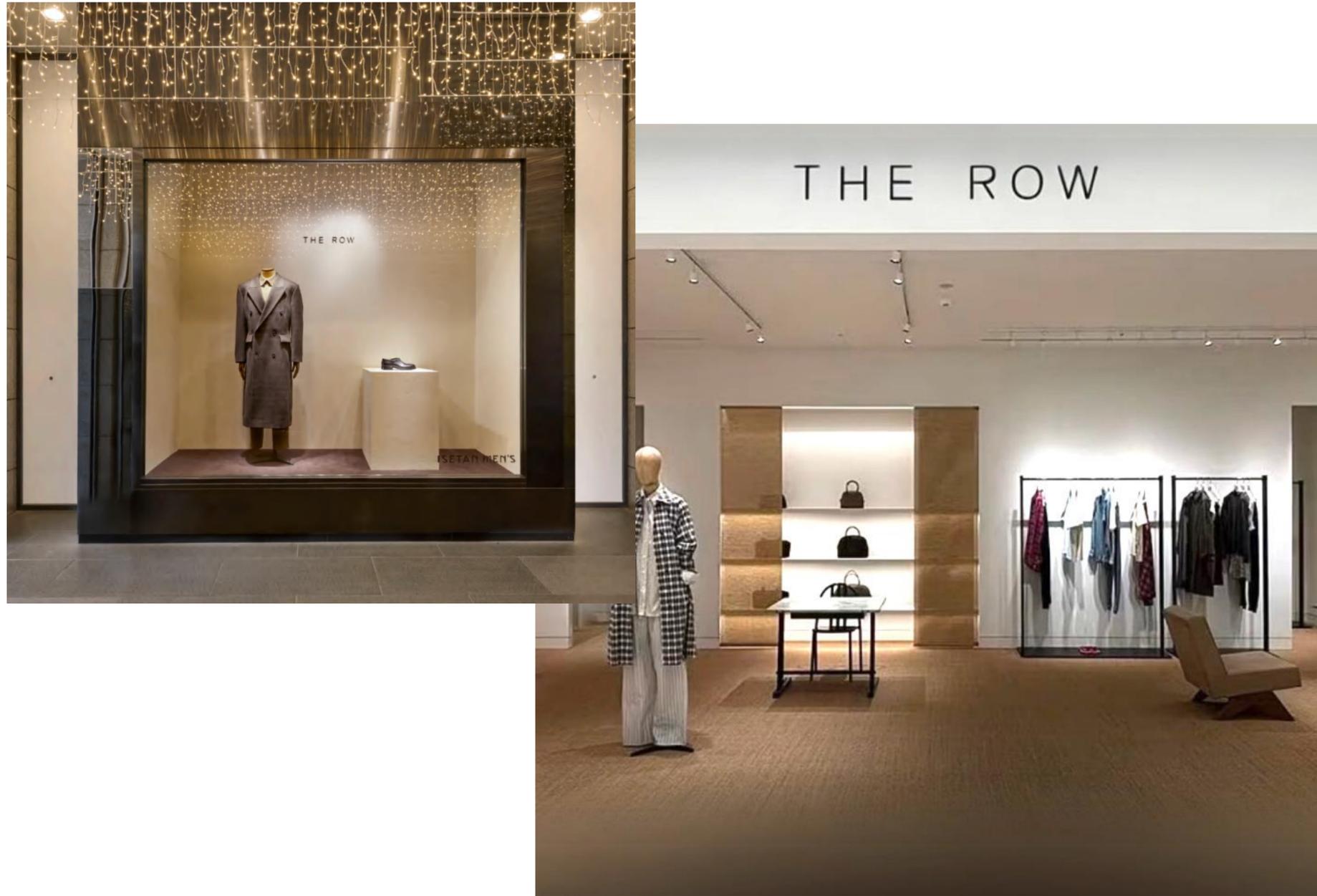
Risks

- High operating costs
- Fast-changing consumer trends
- Brand overexposure
- First-year demand uncertainty
- Inventory mismatch



Mitigations

- Tight, edited assortment
- Focus on timeless core products
- DTC control over pricing and service
- Strong clienteling and CRM strategy
- Flexible replenishment and KPI tracking



Korea Market Deepening

- Host a boutique in the Shinsegae department store
- Display vintage The Row pieces with curated antiques
- Launch Seoul-exclusive limited capsules



We chose to host the pop-up exhibition in a Hanok.

Its traditional architecture aligns with The Row's timeless and minimal aesthetic.

The space allows vintage pieces from The Row to be displayed alongside curated antiques.

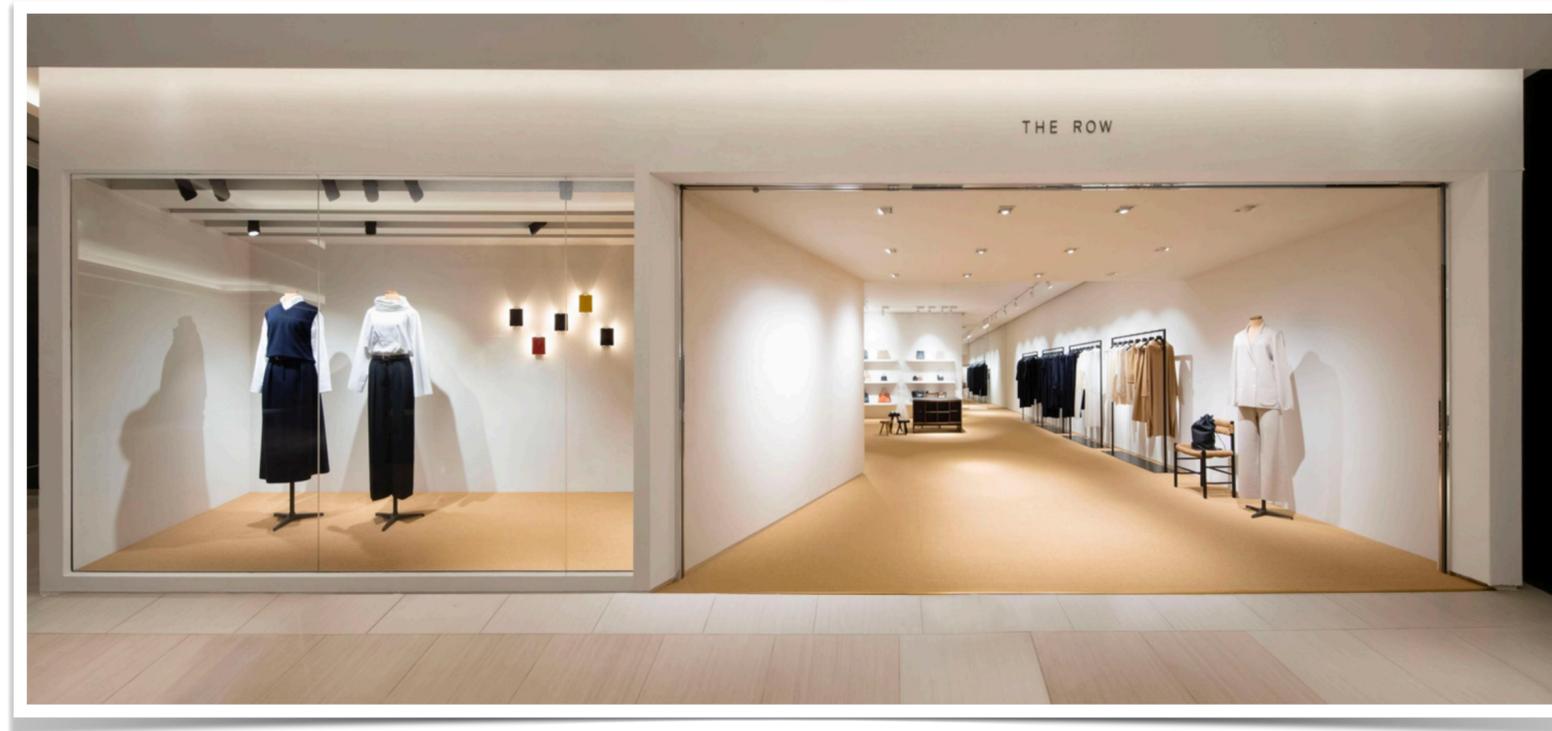


SEOUL HANOK HOUSE EXHIBITION POPUP

East Asia Expansion

- Open a Tokyo flagship store
- Launch a Shanghai pop-up to test demand
- Position Seoul as a North Asia hub
- Build cross-market VIC relationships
- Expand regional omnichannel and clienteling support





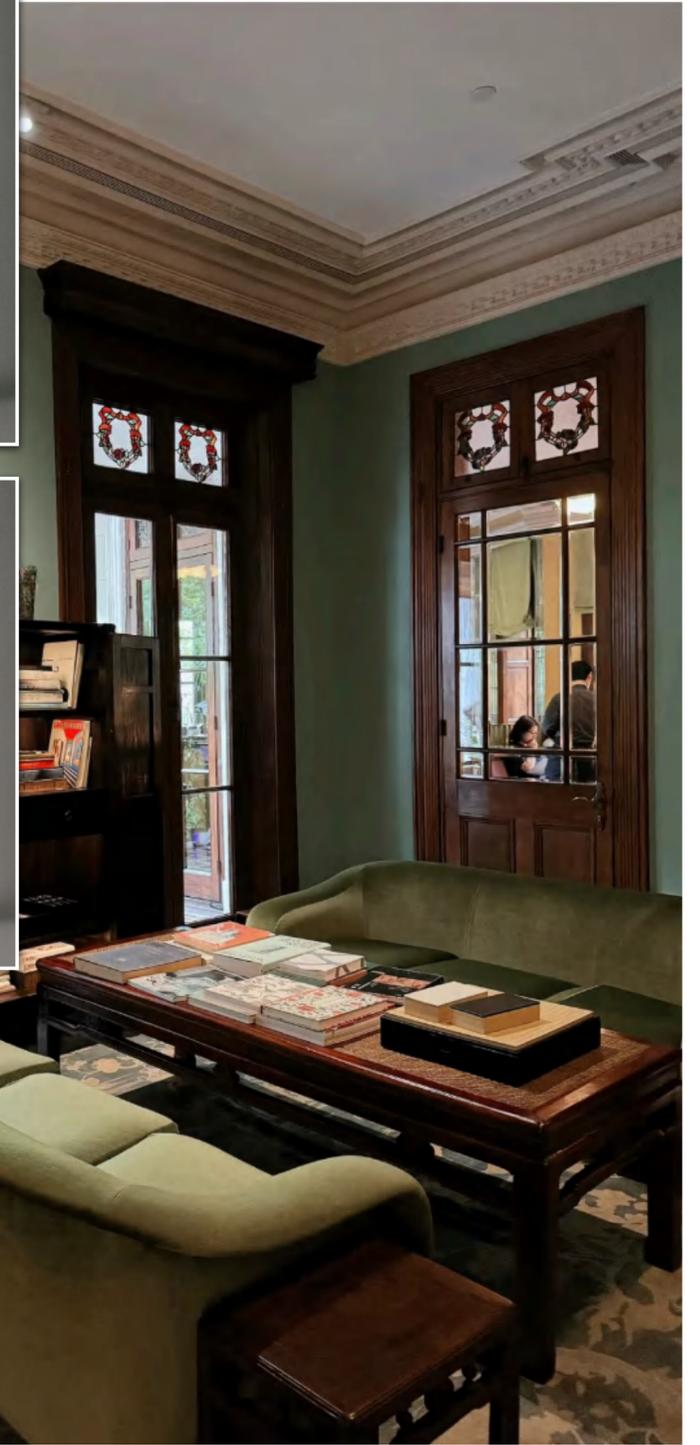
Japan has previously hosted a The Row pop-up.

This shows strong interest in the brand in the Japanese market.

Therefore, Japan is a suitable location for the brand's second flagship store in Asia.

TOKYO





Rong Zhai is a historic house located in Shanghai, China.

Today, it is often used as a venue for exhibitions, events, and cultural presentations.

The pop-up will focus mainly on an exhibition format, with only a limited selection of products available for sale.

SHANG HAI RONG ZHAI EXHIBITION POPUP

- Ogliaro, C. (n.d.). The silent luxury revolution: How The Row redefined modern elegance. Composure Magazine. <https://composurmagazine.com/the-silent-luxury-revolution-how-the-row-redefined-modern-elegance/>
- Behalf Korea. (n.d.). Start a fashion brand in Korea: 5 critical steps for success. <https://behalfkr.com/start-a-fashion-brand-in-korea/>
- BoF Studio. (2024, July 23). Understanding the luxury resale market in Korea. The Business of Fashion. <https://www.businessoffashion.com/articles/retail/understanding-the-luxury-resale-secondhand-market-in-south-korea-bunjang-interview/>
- Clarke, A. O. (2026, February 3). Setting up shop in Seoul. Vogue Business. <https://www.vogue.com/article/setting-up-shop-in-seoul>
- Jane, E. (2024, November 24). The finer things: 10 places to shop The Row for unbeatable pared-back luxury. RUSSH. <https://www.russh.com/where-to-buy-the-row/>
- Kim, J. (n.d.). Crafting your niche in South Korea's luxury market. Pearson & Partners Blog. <https://blog.pearsonp.com/crafting-your-niche-in-south-koreas-luxury-market>
- Loro Piana. (n.d.). Transitional outerwear (Women). <https://us.loropiana.com/en/woman/transitional-outerwear>
- MEAN BLVD. (n.d.). The silent success of The Row: How the Olsen twins redefined luxury fashion. <https://meanblvd.com/vi/blogs/fashion-insights/the-silent-success-of-the-row-how-the-olsen-twins-redefined-luxury-fashion>
- Mordor Intelligence. (2026). South Korea luxury goods market—Size, share & industry analysis. <https://www.mordorintelligence.com/industry-reports/south-korea-luxury-goods-market>
- NET-A-PORTER. (n.d.). Why The Row is the go-to label for NYC's most stylish tastemakers. PORTER. <https://www.net-a-porter.com/en-us/porter/article-0c90c5034460da60/fashion/art-of-style/the-row>
- PESTLEanalysis Team. (2023, June 26). South Korea PESTLE analysis: An amazing country for business investment. PESTLE Analysis. <https://pestleanalysis.com/south-korea-pestle-analysis/>
- Savannahs. (n.d.). Introducing: The Row. <https://savannahs.com/blogs/stories/introducing-the-row>
- Tatum, M. (2024, June 27). Decoding South Korea's high-spending Gen Z luxury consumer. Vogue Business.