

Q&A

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wants to know

Splendid on The Ave.

Newly opened apparel maker talks strategy, gives insight into company's thinking for Greenwich store



Bob Luckey/Staff photograph

Rachel Rivas, an assistant manager at Splendid, arranges summer dresses at the store at 343 Greenwich Ave.

By Tim Loh

Last week, Los Angeles-based Splendid opened its first store in Connecticut at 343 Greenwich Ave.

The company is a division of VF, the \$11 billion apparel and footwear giant headquartered in Greensboro, N.C., which also owns brands such as Wrangler, The North Face and Nautica.

Splendid launched as a premium T-shirt collection in 2002, but it now offers a wider range of lifestyle apparel for women, men and children.

Hoping to gain some insight into the company's thinking, Greenwich Time had a conversation with Julia Austin, the Splendid director for public relations. Here is the interview.

Q: How would you describe Splendid to someone who has never heard of it?

A: Casual, colorful, comfortable, effortless. Splendid is the

culmination of a 10-year quest to create the ultimate T-shirt made with the perfect mix of exceptional softness and style. The original collection of tees introduced in 2002 became the platform for what is now a complete lifestyle collection of ultra-comfortable, effortless styles for women, men, kids and babies.

Q: There are lots of high-end clothing stores on Greenwich Avenue. How do you plan to separate yourself from the pack and stand out?

A: Splendid has a unique approach to casual dressing and our commitment to quality, comfort and style is extraordinary. The shopping experience at the Splendid store stands apart from the rest offering a casual yet upscale, relaxed atmosphere with exemplary customer service.

Q: What is your personal favorite item that Splendid sells?

A: I absolutely love our 1x1 tank tops. They are unbelievably soft and comfortable and come in every color imaginable. I wear them year-round — on their own in the summer and layered under sweaters, tees and jackets the other three seasons.

Q: What two items does every man and woman need to have before summer really heats up?

A: Everyone needs a great-fitting tee in a bright color or stripe, plus women must have a romper in their wardrobe this summer and men need a chambray shirt.

Q: What makes you most excited about opening this store?

A: I'm excited about bringing the Splendid brand to Greenwich. I truly believe the community will embrace the brand's laid-back sophistication, family-friendly attitude and playfulness.

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The Splendid storefront on Greenwich Avenue.