

Aritzia: A New Up and Coming Brand at Easton Mall

One of my favorite places to go to in Columbus has to be Easton Mall. Although it is about a 25 to 30 drive from the Powell area, I think it is well worth it. There are a lot of popular clothing stores but my favorite one is Aritzia. Aritzia came to Easton in February 2022 and I have been obsessed with the store ever since. I first figured out about the store from social media before I had known about the stores, but I was super excited as soon as I saw the sign at Easton a little over a year ago.

If you're wondering what kind of clothing Aritzia sells then I suggest looking up the website online at Aritzia.com. Still, for a quick simplification they sell clothing styles from lifestyle to everyday luxury. There are also some trendy mixes like tennis skirts and street styles such as cargo pants. I have seen each season of Aritzia's clothes, and all of them are great, my favorite being the fall. Note that Aritzia has a very limited men's section that really depends on

Pictured above is an image of inside the Aritzia store at Easton Mall.



time, but as of right now, the only men's clothes are puffer jackets.

Now, what I also find really important when supporting a brand, especially if they're a large corporate business, is to check whether or not they are taking steps to become more sustainable if they're not 100% sustainable. Aritzia really succeeds in this area. On their website, you can find a section labeled 'planet' where they talk about the steps they make throughout their business to help the environment. They also have a section stating their company's values including creativity, loyalty, excellence, good judgment, and integrity. The brand is all around trying to evolve as time goes on and that's a really respectable trait that we don't see with other companies. There is no abusive labor that we see in other brands such as Zara, H&M, Urban Outfitters, and Nike which use child labor. Even though that is the bare minimum it is still important to know when deciding to shop for a specific brand.

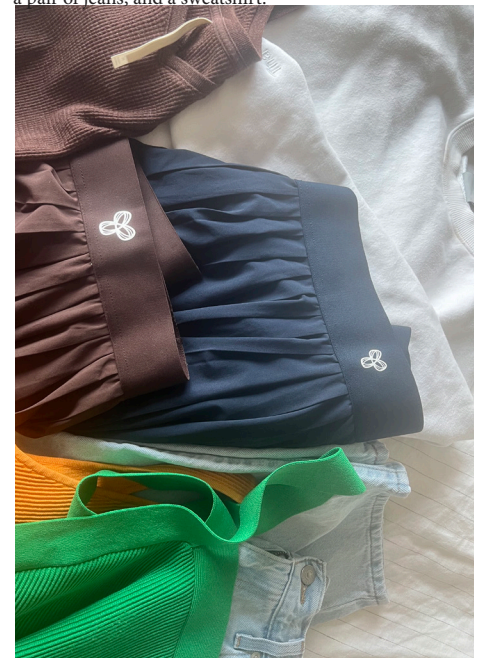
Something that is equally important is the experience I had in store. As I have mentioned many times before, I love this brand and have a good amount of items but one of the only things that I dislike about Aritzia is the dressing rooms. Although the interior of the store is beautiful and you can tell they put in a lot of effort to make it look chic and comfortable at the same time, almost like a home, the dressing rooms have a pretty big flaw. In each dressing room once you try something on, if you want to see how it looks, you have to exit your small closed-off room into the open public lounge area with big mirrors. Now it isn't one hundred percent influenced for family members to go in there, but it is common. It usually makes me feel a

little uncomfortable, especially because the people are complete strangers.

When you disregard that flaw though, Aritzia is flawless. Each time I buy an item, I am obsessed with it and it becomes a staple in my closet. They have really great options for basics, some that I have to include tennis skirts, hoodies, tops, sweaters, puffer jackets, and bodysuits. When you put their clothes on you can tell that they're pretty high quality, never tear, and the color doesn't fade. My favorite item in my collection would have to be the tennis skirts. They're so cute, yet you could work out in them, all around very versatile. Plus the tennis skirts have shorts underneath which I feel should be a requirement now in every single style of skirt.

So, overall I would recommend going to check out the store down in Easton if you feel that Aritzia has your style or if you have been wanting to try something new.

Pictured below is a layout of my collection of clothes I purchased from Aritzia. There are a couple of tops, skirts, a pair of jeans, and a sweatshirt.



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