



November 11, 2015

A. Ruby Brand Recruits Designer Robert Page

By KATHERINE BOWERS

BOSTON — Avra Myers, who has spent the past 18 months launching her contemporary brand A Ruby, has tapped Robert Page as her copilot.

Page, formerly vice president of accessories design at Polo Ralph Lauren and Tory Burch, has worked for a laundry list of brands, including Céline, Jil Sander, Rochas and, most recently, for the late Vince Camuto. Myers, who is a veteran of Club Monaco, The Limited and J. Jill Group Inc., met Page in 2000 when they worked together to take Club Monaco's accessories business from 2 percent to 14 percent of the retailer's revenues.

Although Page specializes in accessories, he will be involved in every aspect of the A Ruby expansion, Myers stressed.

"I think we have a lot of opportunities here to build the brand out, reach more customers. Through our connections, we can source anywhere," Page said.

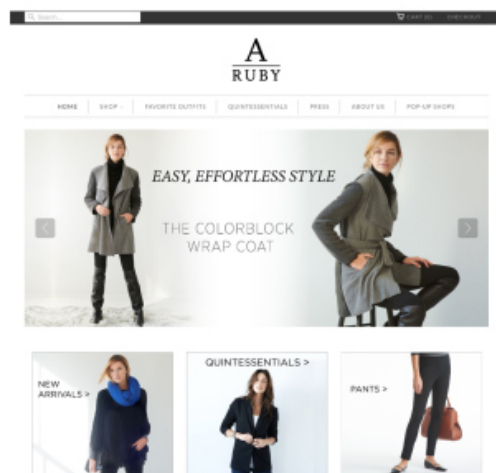
Like Everlane, A Ruby is a contemporary lifestyle brand selling through its own Web site. In the last quarter, online sales rose 200 percent, while average transaction hovers around \$200.

"Our philosophy is edited foundation pieces for her wardrobe — we give her the essentials and then layer on a small number of trend pieces," Myers said. She sees an opportunity in direct-selling modern basics priced below many contemporary brands — her ponte leggings, her biggest category, sell for \$99 to \$125. A fleece wrap coat, \$150, is another bestseller. She declined to disclose volume.

Lead times are 45 days, which Page said gives the brand flexibility to test and try styles. Sizing is 1 to 5, which means A Ruby can reach a size 18 without the stigma of XL.

Returns are at 2 percent, while repeat purchasing runs at 50 percent.

Myers and Page plan to launch a five-piece workout collection for spring including performance leggings, hoodie, tank and long-sleeve shirt.



The A. Ruby site.
Courtesy Photo

<http://wwd.com/markets-news/ready-to-wear-sportswear/a-ruby-robert-page-10277588/>