



**CASE STUDY**

# RHODE SWITCHES TO SCALING RETAIL, TRIPLES SALES



# R H O D E



Rhode co-founders, Purna Khatau and Phoebe Vickers, turned to Scaling Retail after a disappointing experience with a retail consultant.

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## THE RESULT?

Syama Meagher transformed their mindsets, maximized their wholesale business and increased their profits by threefold!



# R H O D E

## MEET RHODE

A fashion line dreamed up over sunset drinks in Goa, Rhode is the brainchild of former college roommates Phoebe Vickers and Purna Khatau.

Rhode offers a complete vacation wardrobe using luxe, feel-good fabrics, sophisticated colors and handcrafted embellishments. It's a collection of luxurious separates ensuring you're always dressed for the unexpected.

These are clothes fit for the side-streets of Paris or the beaches of Tulum - a stylish escape. Bombay-born Khatau is a former womenswear buyer for Harvey Nichols Dubai, while New York native Vickers is an accomplished photographer.

Both creatives draw inspiration from the beauty of nature, animals, fantastic parties and the magical destinations of the world- Paris and Kenya are mutual favorites.

## CLIENT TESTIMONIALS

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"SYAMA HAS HAD AN INVALUABLE IMPACT ON THE GROWTH OF OUR BRAND...WE COULD NOT RECOMMEND HER MORE HIGHLY TO ANYONE STARTING OR LOOKING TO GROW THEIR BUSINESS IN FASHION."

CO-FOUNDERS PURNA KHATAU & PHOEBE VICKERS



# R H O D E

## RETAIL CONSULTING WOES

Prior to working with Scaling Retail, co-founders Purna Khatau and Phoebe Vickers had a frustrating experience working with their retail consultant.

The consultant proved to have a number of unprofessional qualities including poor organization skills and a penchant for wasting time and talking about himself for hours on end.

Despite weekly calls, it was clear he wasn't involved in the details and they quickly felt as if they'd learn all there was to learn from him. The co-founders revealed they felt they were being taken advantage of.

## THE SCALING RETAIL SOLUTION

After little attention and even less results, the Rhode designers turned to Scaling Retail.

### Leverage What Already Works

First, Syama identified what was already working for the brand to capture and juice low hanging fruit. In the case of Rhode, this was that they already had some distribution. She set out to show them how they could maximize orders and reorders via strategically upselling and focusing on building better relationships with buyers. It was a significant shift from a focus on product to a focus on strategy.

### Develop a Focused Wholesale Strategy

Next, Syama led the co-founders on a more aggressive approach to pitching wholesalers based on persistence and re-strategizing tactics based on buyer response.

### Continuously Reassess

Syama taught the co-founders to consistently evaluate all marketing opportunities and sales activities, while encouraging them to reserve their trade show budget for only the most promising of shows.



# R H O D E

## THINK LIKE A CEO

Purna and Phoebe gained executive mindset makeovers by learning to delegate (hiring an in-house PR and digital marketing expert), creating a lifestyle brand (introducing Fall/Winter) and projecting a big image - not typical for most small businesses.

## THE RESULT

Switching to Scaling Retail was an uncomplicated process marked by prompt communication, ample attention, and dynamic direction based on industry changes and technology. The co-founders gained confidence and insights via personalized evaluations and top-to-bottom retail recommendations.

They met and surpassed their goals with a custom “plan of attack” for sales goals, marketing, and financial planning as well as through strategies and learning to prioritize.

Since working with Scaling Retail, Rhode maximized profit retention by skipping sales reps and showrooms and enjoyed a **3x increase in sales!**

After building up their wholesale business, Syama’s next strategy is to ramp up e-commerce efforts. They’re also going after new buyers by leveraging their current distribution and press with the goal of being seen in enough places, but not everywhere.

With retail placement at the likes of Intermix and MatchesFashion.com, the goal is to increase visibility while maintaining their niche exclusivity.



## Are you ready to take your retail business to the next level?

Are you tired of excuses and lackluster results?

Contact Scaling Retail for a unique blend of sales, marketing and merchandising expertise marked by custom solutions including market entry strategy, cash flow management, digital marketing and branding.

Our founder, Syama Meagher, is a seasoned thought leader featured at speaking engagements and in the press. Regularly quoted in NPR, The Financial Post, WGSN, Inc. and others, our agency leader was named one of WWD's Top 20 Women in Business in 2017.



Syama Meagher  
Owner & Chief Retail Strategist

**| STRATEGY + POSITIONING**

**| INFLUENCERS + PARTNERSHIPS**

**| CREATIVE STUDIO**

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