

A Fireside Chat:  
How Madewell Found the  
Perfect Fit Through Communities

*With PA Consulting and Recollective*



*Madewell*



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# Background



Focus Group



Survey



Shop Along



Product Testing

# Collaboration

The Style Experts Community

Home Activities Discussions Summary

Start Brand Party 0 of 2 completed

### Welcome Laura

Hello & Welcome to The Style Experts Community!

We're excited that you've agreed to join this study to share your opinion with us! Before we start, let me tell you what you can expect by taking part in this community...

We've carefully selected you based on your personal style to share your insights on different brands, clothing styles, and shopping.

We've prepared a series of fun and engaging tasks for you, and you'll have **14 days to complete them all**. Each new task will appear every day for the first 5 days—but don't worry—you don't need to complete everything all at once.

Please keep in mind, you will need to **complete all tasks by Sunday, March 19th, 11:59PM PST** in order to receive **\$150** as a thank you for your time.

Remember, there are no right or wrong answers. The more honest you are with us, the better. Only your opinion counts!

Looking forward to hearing from you!

### Brand Party

Overdue: 17 weeks ago

### Your View on Madewell

Natasha Compagnone

Teresa Faccas

Hello from Natasha and Teresa!

We're the moderators on this project. 😊 We're so glad you've joined The Style Experts Community.

As your study moderators, we're looking forward to uncovering new insights with you. We might comment on your posts to get a bit more detail on some of your answers—please do your best to answer these comments to make your answers as complete as possible.

This page will display your next available activity as well as any relevant community updates — please check in regularly and [contact us](#) if you have any questions or concerns.

Please keep an eye out for any further questions from us about your responses to activities!

Thanks SO much again for your participation!

The Style Experts Community > Inside a Madewell Store >

### Activity Instructions

For this activity, we'd like you to visit the closest Madewell store and buy a pair of denim jeans using the gift card below!

Below we've outlined a short checklist to make sure you're prepared to seamlessly answer all our questions after your in-store experience...

**Checklist:**

- View the outside of the store & be sure to check out the window displays
- Observe the store's layout, signage, organization, etc.
- Take note of your interactions with any store associates
- Visit the denim bar—which is just a section of the store where all jean styles and fits are laid out
- Use the fitting room to try on your jeans during your visit
- Purchase a pair of jeans of your choice using your Madewell voucher
- Please take photos & videos to help showcase your experience

We can't wait to hear about your feedback so Madewell can create the best possible experience for their current customers as well as their potential customers.

Remember you'll be earning an **EXTRA \$100** plus a pair of jeans for participating in this bonus activity.

Enjoy 😊

Continue

The Style Experts Community

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### Fashion Influences Montage

For this task, we'd like you to keep an **ongoing diary** of your fashion influences and inspiration! You can choose to share **at least twice** over the course of the community, or whenever you feel that you've been inspired. 🌟

Please keep in mind that this is an open space for you to share your thoughts as well as hear thoughts from others like you! With that in mind, we'd ask you not to share any personal information as it will be seen by others, thank you!

**Please tell us:**

- Overall, what are your biggest style/fashion influences?
- Who or where do you turn to find style/fashion inspiration?
- Are there any particular apparel-related brands that you're currently excited about? If so, please share with us!
- Lastly, **please share a screenshot or pic of anything apparel-related** that you find particularly 'cool'... think about anything that's caught your eye from the usual. Along with this pic, please share a couple of words of why you found this item cool?

Please share inspiration you come across throughout this community and continue to share your responses with us!

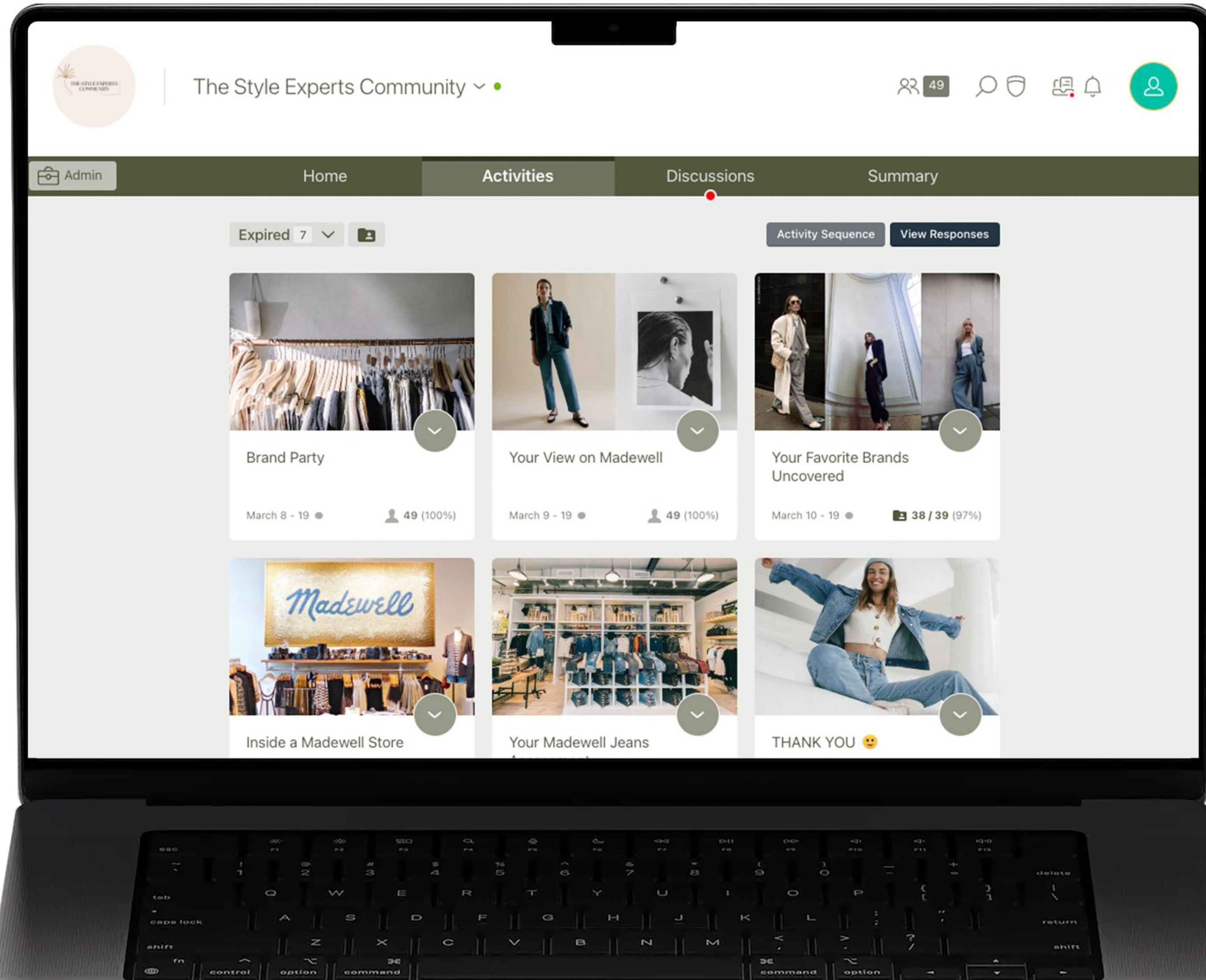
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# Activities & Tasks





## Closet Overview



## Denim Safari



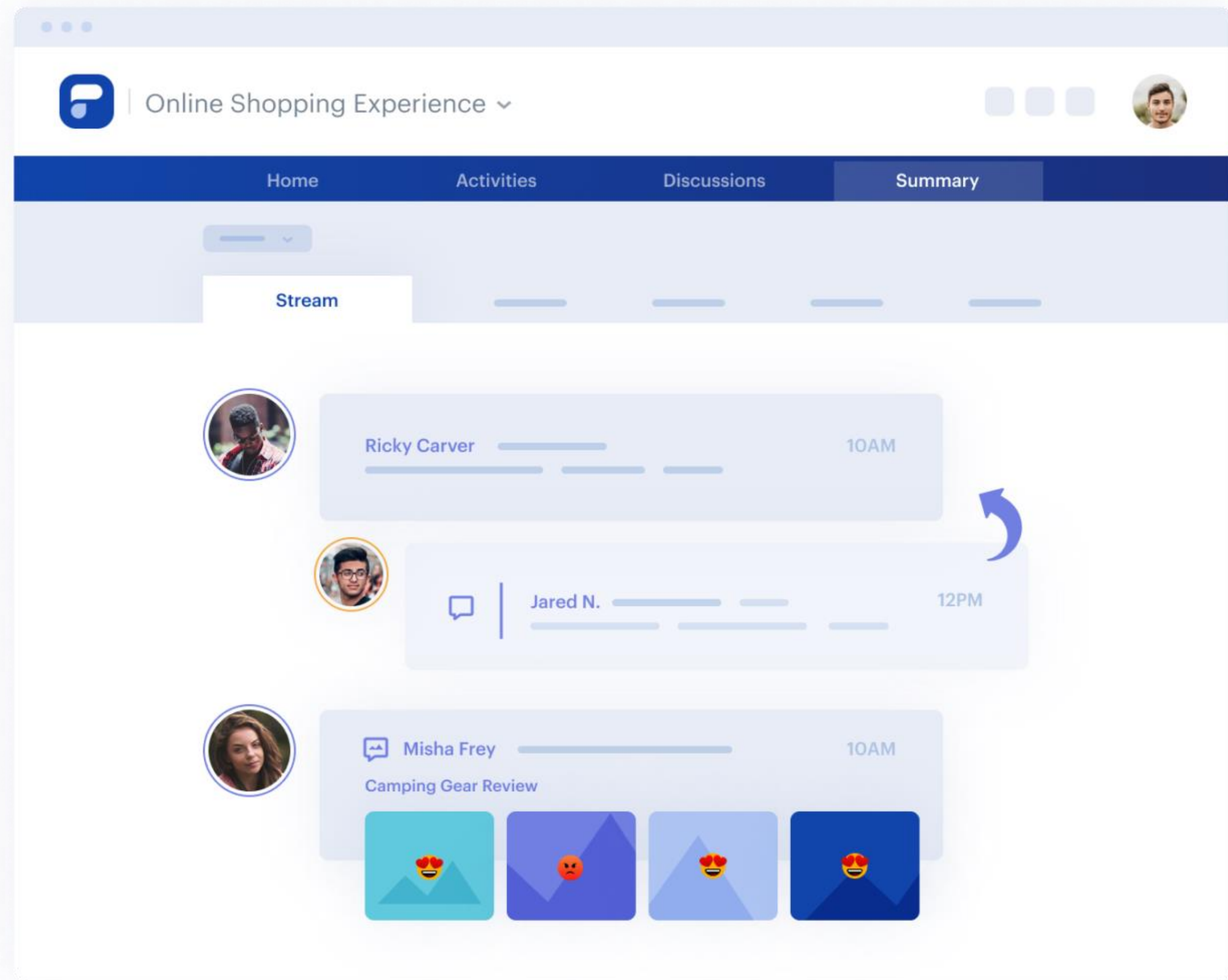
## Brand Party



## Influencer Inspiration



# The Right Tool For The Job



Thank You.  
Let's connect!





Q&A

 recollective