



Ril's Brand and Collection

Ril's Design DNA

As a brand Ril's is human and real. It is passionate whatever it stands for and whatever the team works for. Ril's wants to encourage the modern woman in her life by providing a bit of luxury for her everyday life. We want to support her in the clothing choices to give her "a few centimeters more" as she steps out of our store.

Ril's Collection Structure

A Ril's is a concept collection, the key idea of which is sustainable in fashion. Each product has to redeem its place in the collection. The idea is that the products in the delivery drop can be mixed and matched together and the collection reflects a logical and harmonious total look.

Ril's provides a full range of pieces to create a total look for work, parties, weekends and holidays. The collection fulfils the commercial needs and expectations of the retailer and meets the needs of the modern female consumer. It includes the essentials, but the spirit of the collection is at its best in the fashion forwards with the seasonal styles and key looks. For each season Ril's also introduces strong outdoor and party collections.

- The collection includes both the seasonal part interpreting the current trend in a Ril's way, and the pieces highlighting the trend more distinguishably. The modern icons part in the collection is updated for each season fulfilling the offering with the Ril's signature styles that our consumers rely on from season to season as they are looking for the reliable modern icons to their wardrobe, describes Birgitta Sannig, Ril's Head Designer.

Ril's is a 20-year old Finnish fashion brand, established in 1997. The collections are designed by Birgitta Sannig as Head Designer. Ril's belongs to Luhta Sportswear Company, which is a family run textile business founded in the city of Lahti Finland for over 110 years ago.

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