

CASE STUDY

J.CREW



ASG's Store Planning & Construction team **saved over \$10 million** for J.Crew **across 60 stores** in two years.

OUTCOMES

\$10 MILLION
IN SAVINGS

~~30~~ → 26
WEEKS TO OPENING

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Cost Savings

Construction costs for factory stores **dropped** from approximately **\$270/sq ft to \$240/sq ft**, resulting in roughly **\$10 million in savings** over two years across ~60 stores.

Improved On-Time Openings

Store opening **timelines improved significantly**, with more stores opening on schedule compared to previous years – reducing lost sales due to delays.

Faster Store Rollout

ASG helped shave up to **4 weeks off the timeline** from deal approval to store opening in best-case scenarios, moving from **30 weeks to 26 weeks**.

Foundation for Scale

With standardized designs and a more accurate cost model, J.Crew became better positioned to scale its retail footprint more efficiently across its factory, retail, and Madewell brands.

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HOW DID WE DO IT?

Data-Driven Estimating Model: ASG built a cost estimation model using J.Crew's historical store data. This model incorporated factors like union vs. non-union labor, regional cost variables, and landlord work to produce more accurate pre-approval budget projections.

Vendor and Cost Optimization: Leveraging industry benchmarks and relationships, ASG identified overpayments in J.Crew's fixture, lighting, and signage packages — particularly in the factory store program. They introduced alternative vendors and negotiated more competitive bids across general contractors.

Timeline Alignment and Planning: ASG created a realistic end-to-end project timeline — from deal approval through permitting, design, and construction — and aligned stakeholders (real estate, legal, construction) to one unified project schedule.

Standardized Prototype Development: Instead of designing each store from scratch, ASG helped create adaptable prototype drawings that dramatically reduced the time and effort required to launch new locations.

Centralized Project Visibility: ASG's ASGedge platform enabled cross-departmental visibility into project stages, helping teams track timeline dependencies such as lease execution delays that would otherwise impact construction or opening dates.

Brands trust ASGedge to track every store decision, guide smarter growth, and turn strategy into *action*.



THE LASTING IMPACT

The engagement with ASG fundamentally reshaped how J.Crew approaches store development.

By aligning real estate, legal, and construction teams around shared timelines and visibility, **ASG helped eliminate miscommunication and delays.**

Flexible prototype design replaced one-off builds, giving J.Crew a scalable model for consistent, efficient growth.

Vendor benchmarking and smarter cost controls are now embedded in their process, enabling the brand to **navigate rising tariffs and supply chain pressures** without derailing store plans.

The result is a more disciplined, future-ready approach to expansion.





J. CREW /  ASG *THANK YOU*

