

## our work

West 49 inc.  
annual report  
2008



### One Company, One Destination.

West 49 is a leading Canadian specialty retailer of fashion, footwear, accessories and equipment related to the youth action sports lifestyle. In spite of a very challenging economic environment in 2008, West 49 has grown comparable store sales and defended market share while most retailers experienced a downturn. That does not come as a surprise. No one understands its customers like West 49, and that is no surprise either, because the entire company lives the lifestyle it promotes.

The 2008 report simply delivered the winning formula by juxtaposing two graphic treatments. Distressed photography and wild typography collages delivered the retail brand of the company; passion, energy and attitude. Simple and austere diagrams supplied the facts. The final lesson for West 49 competitors? Energized passion applied with unwavering precision is an unbeatable combination.

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