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Doing Economic Flips

It was early on in the life of this commentary that I first brought to you the story of Triple Flip... an Alberta-based clothing company for teens. At the time, I explained how, despite the direction the economy was headed at the time, how brave it was of this organization to push ahead with expansion plans, and how well it spoke of the vitality of the Edmonton retail landscape. Well, I'm proud to tell you today that not only did the Triple Flip store in South Common, which opened in November of 2008, endure a challenging economy...in fact, one of the toughest in over a decade. It did SO well...that it's expanding AGAIN, this time to West Edmonton Mall! The people who own and run Triple Flip are innovative, incorporating new media into its marketing plan, and even using its teenaged customers as its fashion models. It's a business plan, from President & founder Linda Maslechko, that has now proven itself, and is worth going to school on.



