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## TRADE SHOW REPORT

### Orders Despite Uncertainty at Las Vegas Trade Shows

By Andrew Asch, Deborah Belgum and Alison A. Nieder

LAS VEGAS—It was hard to gauge the traffic at the recent apparel and sourcing trade shows in Las Vegas. With 19 trade shows spread across four venues, retailers had a wide field of merchandise to shop.

At the center were the trade shows under the UBM Fashion umbrella: WWDMAGIC, Children's Club MAGIC, Sourcing at MAGIC, FN Platform, WSA@MAGIC and Footwear Sourcing at MAGIC at the Las Vegas Convention Center as well as Project, Project Womens, Pooltradeshov, The Collective, The Tents, Stitch, Curve Las Vegas (a partnership with Eurovet) and Coeur x Project (in partnership with lifestyle show Coeur) at the Mandalay Bay Convention Center.

At the Sands Expo and Convention Center and the adjacent ballrooms at The Venetian were Agenda and Capsule (both part of the Reed Expositions portfolio of

➔ Las Vegas page 3

### Denim Defines the Clothing Trend for Back-to-School Apparel

By Deborah Belgum Senior Editor

Consumer spending on clothes and other items should definitely be in positive territory this fall as shoppers are feeling more confident about their economic condition and rising housing prices make people feel wealthier.

“Consumer confidence has hit a 12-year high, but optimism is deteriorating a bit,” said John Harmon, senior analyst with Fung Global Retail & Technology.

However, consumers have lowered their expectations a bit because of the political uncertainty that has permeated the country and consumers’ doubts that a major tax reform is in the offing.

So far this year, shoppers have had no problem spending money as U.S. retail sales were up 3.9 percent during the first half of 2017, Harmon said.

➔ Back-to-School page 4

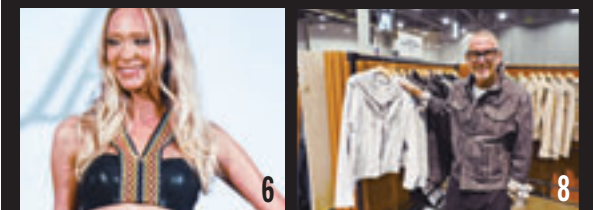
# SHOW BUSINESS

The apparel industry headed to Las Vegas on the hunt for new trends and new business at the many apparel and sourcing trade shows spread across the city.



## INSIDE

Where fashion gets down to business<sup>SM</sup>



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# Differential Brands Sees Sales Grow in the Second Quarter

**Differential Brands Group**—the Los Angeles company whose labels include denim label **Hudson**, **Robert Graham** and **SWIMS**—reported net sales growth for its second quarter but a net loss.

Differential Brands lost \$4 million in the second quarter, ending June 30, compared to a net loss of \$3.6 million during the same period last year.

Net sales for the second quarter totaled \$36.5 million, up 13 percent from \$32.4 million the previous year.

In more positive news, earnings before interest, taxes, depreciation and amortization (EBITDA) jumped to \$2 million in the second quarter, compared to \$600,000 a year earlier.

"In our consumer-direct segment, we saw significant growth in our e-commerce channel driven largely by higher conversion rates across our brands as a result of better adoption of our product offerings, including 5 percent comparable-store sales at Robert Graham," said the company's chief execu-

tive, Michael Buckley, in a statement. He noted that e-commerce net sales grew by 38 percent over the second quarter of fiscal 2016.

"In the wholesale segment, growth was driven by the addition of the SWIMS business as well as increases in both Hudson and Robert Graham sales as consumers responded favorably to new product," he added. "As we look ahead, we intend to continue making investments in our brands to expand our consumer reach and better capitalize on our strong digital presence."

He said this included major new Fall '17 and Spring '18 content and brand marketing campaigns at Hudson and a much expanded SWIMS product line, now showing for Spring '18.

For the Hudson Fall/Holiday campaign, Differential Brands tapped up-and-coming models Kaia Gerber and Gabriel-Kane Day-Lewis for the face of the label.

The fashion industry's fresh faces are children of celebrities. Gerber is the daugh-

ter of supermodel Cindy Crawford and Rande Gerber, and Day-Lewis is the son of Oscar-winning actor Daniel Day-Lewis.

The campaign was photographed by Patrick Demarchelier under the art direction of advertising guru David Lipman and will be Gerber's and Day-Lewis's first apparel brand campaign.

"Overall, we plan to continue building on our strong momentum and remain focused on further strengthening our platform over the remainder of the year," Buckley explained.

For the six-month fiscal period ending June 30, Differential Brands had a net loss of \$6.4 million compared to \$10 million last year. Net sales in the first six months totaled \$76.5 million compared to \$66 million.

Last year, Differential Brands acquired **SWIMS**, a Scandinavian-style footwear, apparel and accessories company started in Norway in 2006. SWIMS was founded to build a better rubber boot that was tasteful and had a bold look. Its products include boots, water-resistant loafers, ponchos and

sportswear.

SWIMS sells its products through high-end department stores such as **Neiman Marcus**, specialty stores, luxury resorts and through 10 licensed SWIMS-branded stores as well as through e-commerce.

Before becoming Differential Brands Group, the apparel venture operated as **Joe's Jeans**, which hit a financial hurdle in 2013 when it borrowed \$90 million to buy Hudson for \$97.6 million and then defaulted on its loans.

The company was close to declaring bankruptcy in 2015 but ended up selling its flagship brand, Joe's Jeans, to **Sequential Brands Group** and **Global Brands Group Holding** for \$80 million. Funds from the sale were used to retire Joe's Jeans' debt.

The Hudson label remained behind and the company was merged with the high-end label Robert Graham and then combined under the Differential Brands Group corporate name, which is publicly traded on the NASDAQ.—*Deborah Belgum*

# Retail Sales Show Solid Gains in July

Thank the Internet for increasing retail sales in July.

Online sales took a giant 11.4 percent step forward from last year as shoppers let their fingers do the buying. Of all the categories broken out by the **National Retail Federation**, it was the winner in the NRF's monthly tabulation of retail sales.

"Consumer spending remains solid as re-

tail sales saw healthy improvements in July and revised June numbers were also positive," said Jack Kleinhenz, the NRF's chief economist. "We have yet to see the full effect of Back-to-School spending, but pickup in spending was evident both online and in general merchandise, which includes bricks-and-mortar department stores. Rising home values are encouraging home-improvement

spending and home-related retail purchases."

But soft or declining prices for retail goods continued to hold down the dollar amount of sales reported even though unit volume was up.

The breakdown for July retail sales were:

- Clothing and accessories stores saw a 0.1 percent gain in July over last year.
- General merchandise stores were happy with their 1.4 percent advance for the month over last year.

• Electronics and appliances stores were down 1.4 percent from last year, but furniture and home-furnishing stores were big winners with a 4.3 percent jump in July.

• Building materials and supplies stores were doing even better with an 8.5 percent increase over last year.

• Health and personal-care stores were up 1.6 percent while the loser was the sporting-goods group, whose sales slid 5.7 percent over last year.—*D.B.*

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## Calendar

### Aug. 20

**Fashion Market Northern California**  
San Mateo Event Center  
San Mateo, Calif.  
Through Aug. 22

### Aug. 21

**Canada Sourcing Show**  
International Centre  
Toronto  
Through Aug. 23

### Aug. 23

**NE Materials Show**  
Aleppo Shriners Auditorium  
Wilmington, Mass.  
Through Aug. 24

### Aug. 28

**Coast**  
Seagate Hotel & Spa  
Delray Beach, Fla.  
Through Aug. 29

### Aug. 29

**CALA**  
Fort Mason Center  
San Francisco  
Through Aug. 30

### Sept. 7

**Surf Expo**  
Orange County Convention Center  
Orlando, Fla.  
Through Sept. 9

**Imprinted Sportswear Shows**  
Orange County Convention Center  
Orlando, Fla.  
Through Sept. 9

### IFJAG

Embassy Suites  
Miami  
Through Sept. 10

### Sept. 10

**Riviera by Mode City**  
Centre Expo Congres  
Mandelieu, France  
Through Sept. 11

### Sept. 16

**Designers and Agents**  
Starrett-Lehigh Building and Cedar Lake  
New York  
Through Sept. 18

**Capsule**  
**Axis at Capsule**  
Pier 94  
New York

Through Sept. 18

### Sept. 17

**Coterie Sourcing @ Coterie Edit**  
**Sole Commerce Stitch**  
**Accessories The Show Fame**  
**Moda**  
**Pooltradeshaw**  
Javits Center  
New York  
Through Sept. 19

### Sept. 18

**Texworld Apparel Sourcing**  
Paris  
Through Sept. 21

There's more  
on [ApparelNews.net](http://ApparelNews.net).

For calendar details and contact information, visit [ApparelNews.net/calendar](http://ApparelNews.net/calendar).

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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Las Vegas *Continued from page 1*

trade shows), **Liberty Fairs**, the **Offprice** show and the **PGA Expo**. And at the **Rio All-Suites Hotel and Casino** was **Womenswear in Nevada (WWIN)**.

Many exhibitors and attendees reported buyer traffic starting at the Las Vegas Convention Center on Aug. 14, opening day of **WWD**MAGIC, before heading to the other venues.

The scene inside the Las Vegas Convention Center was the typical party atmosphere with various streams of music blasting and vendors serving snacks such as popcorn, cookies and lemonade to buyers shopping for juniors and young-contemporary apparel as well as accessories.

There was little consensus on whether traffic was up or down this year. "Traffic is down but volume is up," said Steve Jung, sales manager for **Cleo**, a Los Angeles-based line. "Retailers are cautious right now and only want immediates and anything that is exciting they love."

At Project and Project Womens, many exhibitors reported seeing the most traffic at the Mandalay Bay Convention Center on Aug. 15, the second day of the show, when many booths were jammed with buyers reviewing lines and writing orders.

Apparel to wholesale accounts and a direct-to-consumer channel, which will launch in about a month.

"We've had wonderful support," Charney said. "I'm overwhelmed by the welcome. There's been a lot of goodwill."

Stitch, UBM's show for upscale, updated apparel and accessories, was bustling with activity.

At the **Nally & Milly** booth, sales reps were juggling back-to-back meetings with buyers.

Stuart Marcher, who represents the line in the **Julie & Stuart Marcher** showroom in Los Angeles, said traffic was steady on opening day and very busy on the second day of the show.

Marcher credited a lot of pre-show work, including emails, phone calls, faxes and mailers—"whatever we need to do"—to get the word out to buyers.

Business was also brisk at the **Felina** booth on the second day of the show at Curve Las Vegas. But opening day was not as busy, said Rob Gardner, vice president of sales for the Chatsworth, Calif.-based lingerie line.

Gardner was hoping to finish the show with another strong day.

"We need two of the three to be good," he said.

This season saw the launch of Coeur x Project, a tightly curated section of gift, lifestyle and accessories collections.

before opening their businesses. Emerson, who represented the brand **Engineered for Motion**, said a tighter retail market had pushed out people who were not serious about the business.

Aaron Levant, founder of Agenda, estimated that buyer attendance was flat and the number of vendors exhibiting at the show had dipped less than 5 percent from last year. However, he said, show vendors reported increases in business this season.

Jeff Staple, of the veteran Agenda vendor **Staple**, confirmed that business was brisk. He said that traffic at his 30-by-30-foot booth—which was designed to resemble the rooftop of a Brooklyn building—didn't give sales reps much time for rest breaks. "We've been jam-packed busy," Staple said.

Jason Bates was at Capsule representing **DRKN**, a new high-end brand for video gamers, launched by contemporary men's label **WESC**.

"It's been busy," Bates said on opening day. "Given the state of the business, I'm happy if the pace continues."

The Offprice show was filled to the brim with goods that would make bargain hunters feel as if they had landed in shopping heaven. There were rhinestone-studded leather belts for \$2.50 and Hawaiian shirts for \$7.

The four-day show, which ran Aug. 12–15, always starts



Pooltradesh



Sourcing at MAGIC



WWDMAGIC



Jeff Staple at Agenda



Terry Jeffreys and his wife, Helen Zheng, of Helen's Heart, at the **WWIN** show



Capsule



Project's Erik Ulin



Project



Project Womens



Staple booth at Agenda

Erik Ulin, president of men's for UBM, estimated that the numbers of exhibitors was basically even with the August 2016 show. However, he noted, the challenge is making a large show easy to navigate for buyers.

"It's a big show floor," Ulin said. "Making the 'big' 'small'" is our mantra.

Project continued its strategy of building neighborhoods where buyers can easily shop categories that they need to view, Ulin said, adding that he and his team hope these neighborhoods facilitate discovery and inspiration.

At The Tents, Alex Faherty, cofounder of the **Faherty** brand, estimated that traffic was even with last year's turnout. Faherty said some buyers took photos and notes, while about "10 percent wrote on the spot."

"Everyone's business is good," Faherty said. "Specialty stores have rebounded. They are looking for new brands to put in their stores."

This season, the **Z Supply** booth grew to take up a 20-foot-by-80-foot space at Project Womens. The expanded space housed all the Irvine, Calif., company's lines, including Z Supply basics and swim, **Black Swan**, **White Crow**, **Rag Poets**, **Others Follow** and **Icons of Culture**.

"The people are showing up, and they want to buy multiple brands," said Heidi Muther, Z Supply's chief operating officer.

Tony Sanchez, Z Supply's director of sales, said the company had booked more than 250 appointments scheduled over the three-day show.

"We saw 99 on the first day," he said on the second day of the show. "Today we'll see 125 if not more."

At Pooltradesh, there was the typical mix of up-and-coming and independent companies showing graphic T-shirts, novelty socks, gift items and apparel. This year, the lineup included **Los Angeles Apparel**, the new T-shirt blanks company from **American Apparel** founder Dov Charney.

"We like Pool because we don't want to compete with [wholesale] apparel," Charney said.

Charney plans to limit the distribution of Los Angeles

"Buyers are coming for ready-to-wear; they're coming for men's. These brands have an opportunity to rub elbows with a different kind of buyer," said Henri Myers, cofounder of Coeur. "People are coming through and [exhibitors] are making sales."

Sourcing at MAGIC this season shined its focus light on Vietnam, the country that is now the No. 2 supplier of imported apparel to the United States.

A group of more than 40 companies filled the Vietnam pavilion, which sat toward the front of the sourcing show at the North Hall of the Las Vegas Convention Center.

Vietnam had been expecting to rev up its apparel exports to the United States through the Trans-Pacific Partnership, a free-trade pact that was negotiated between the United States and 11 countries located around the Pacific Rim. But after President Trump vetoed the accord, Vietnam is going to have to work a little harder to compete with other low-cost manufacturing countries.

Giang Suong of **Top Royal Flash Vietnam Co.**—which has made clothing for **Zara**, **Costco**, **Fred Meyer**, **Gap Inc.** and **VF Corp.**—said his company, with seven factories and some 3,500 workers, decided to attend the show to gain direct access to customers. "We wanted to have a closer approach to the buyers and know more about the market," he said, noting that the company gets most of its business from an importer and wanted to cut out the middleman.

**At the Sands and The Venetian**

Sharifa Murdock, a partner at Liberty Fairs, estimated that the number of vendors was even with last year's show while the number of attendees dipped somewhat. "It's more quality than quantity now," she said

Liberty vendor Jarah Emerson agreed that there were fewer attendees but praised the quality of those that turned out.

"You don't have a lot of people coming to the show saying that they are going to open a store," Emerson said, referring to attendees at past shows who came to the show

two days before the other apparel trade shows in Las Vegas, taking up a huge area on the ground level of the Sands Expo at The Venetian.

Many of the exhibitors have been attending the event for decades, bringing in overstock apparel and leftover inventory that didn't make it off store floors.

This year, exhibitors felt that buyer traffic was off a bit. Even the off-price market is feeling the competition from e-commerce sites selling goods directly to consumers. And there are just not as many stores out there.

"It feels like every show there are less and less people," said Ran Vaknin of **David's Place**, an off-price distributor based in Los Angeles. "There are vendors that have been showing here for 20 years who haven't shown up this year. It can cost as much as \$40,000 to \$50,000 to be here."

**Sold out at **WWIN****

Retailers from across the country as well as from as far as Japan meandered through the various ballrooms that make up the Womenswear in Nevada (**WWIN**) show at the Rio All-Suites Hotel and Casino.

For the past two years, the show has been under the guidance of **Urban Expositions**, a company that organizes several gift shows around the company.

However, the organization of the show hasn't changed for years. The trade show is still at capacity and has no room to grow right now.

This year the show started on Sunday, one day before the various other apparel trade events.

Exhibitors at **WWIN** saw good traffic the first two days and then slowed after that. But no one was complaining. Many vendors felt that there was renewed enthusiasm among retailers even if they were still cautious and guarded. "We are getting re-orders for pre-Fall, and that makes me happy," said Margaret Cox, who represents the **Lindi** line. Cox even got orders from stores that had not bought her line for the last couple of years. "We've had a couple of win-backs, which really makes me happy." ●



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**Back-to-School** *Continued from page 1*

Still, consumers are measuring their dollars. Most people were not frequenting traditional mall stores. Instead, during the first quarter of this year, online sites and off-price retailers were gaining retail territory. Stores such as **Target**, **Big Lots**, **Ross Dress for Less** and **Burlington Stores** beat earnings estimates, and e-commerce companies such as **Amazon.com** and **eBay** racked up solid gains.

Stores missing their earnings estimates for the first quarter were **Macy's**, **Abercrombie & Fitch**, **Urban Outfitters**, **Kate Spade**, **American Eagle Outfitters**, **Chico's** and **Express**. "Store traffic dropped 8.3 percent in June over last June," said Harmon, who was speaking at a webinar broadcast on Aug. 10. "This was the largest decline in three months."

For the Back-to-School season, Harmon expects to see sales bubble up about 3 percent to 4 percent in July and August compared to 2.5 percent last year. "The Back-to-School consumers are buying because

Harmon said.

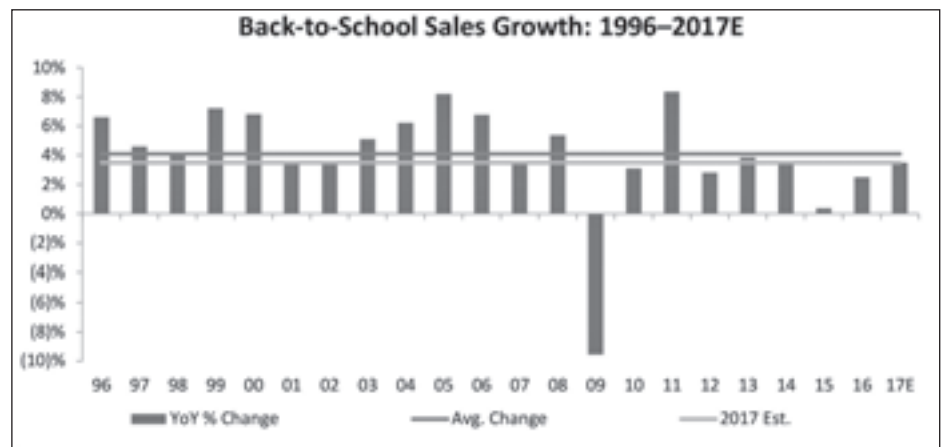
When it came to Back-to-College shoppers, 32 percent were jumping the gun and hitting the stores two months before school started, compared to 26 percent last year.

**Lands' End** and **Office Depot** were real early birds with their Back-to-School campaigns starting in June while Walmart began selling Back-to-School merchandise during the first week of July.

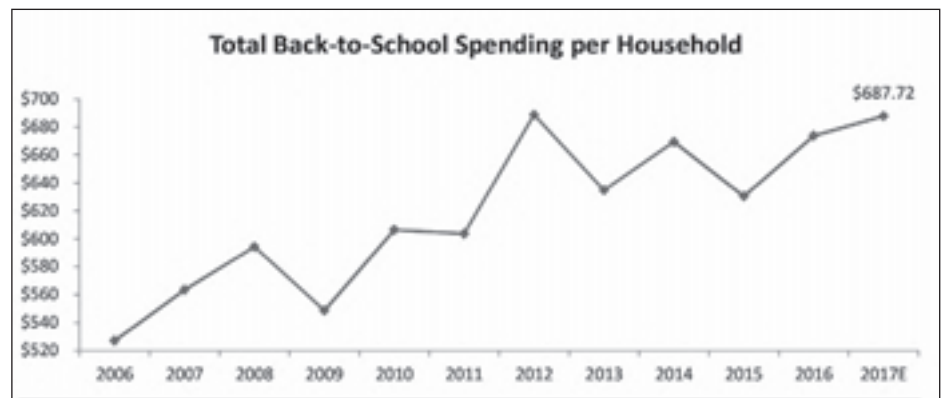
Not surprisingly, most people will be dedicating the majority of their Back-to-School dollars on apparel and electronics while purchases of school supplies continue to dip as technology permeates the educational systems across the country.

Purchases of clothing and accessories should average about \$284, a 10 percent increase over last year. Hot items are expected to be casualwear, school uniforms, handbags and accessories.

"Fashion trends this year will be denim, denim and denim," Harmon said. "It is boho style, embroidery, embellished backpacks, dresses and jackets and backpacks and purs-



Excludes travel and event tickets, restaurant and bar, and gas and auto sales; sales are for July and August of each year and are seasonally adjusted. Source: US Census Bureau/FGRT



Source: NRF/Prosper Insights & Analytics

they have to rather than by discretionary purchasing," Harmon said.

E-commerce will see double-digit growth with Back-to-School sales jumping nearly 16 percent this year to reach \$37.56 billion, which makes up about 8.6 percent of total Back-to-School sales. Last year e-commerce sales for the Back-to-School season rose 7.8 percent.

More than half of Back-to-School shoppers said they would be whipping out their smartphones, computers and laptops to make a purchase.

"Consumers plan to shop at mass merchants more and shop less at department stores and specialty retailers," Harmon noted.

Surveys showed that 81 percent of shoppers were planning to walk through the store doors of retailers such as Target and Walmart as well as discount chains such as Ross Dress for Less and T.J. Maxx.

Shoppers were also making a beeline to stores earlier in the Back-to-School season to avoid crowds and take advantage of store sales that retailers were promoting to clear merchandise off their shelves. "Twenty-seven percent of shoppers surveyed said they planned to shop at least two months before school starts versus 22 percent last year,"

es inspired by Prada," Harmon said.

Computers and hardware sales will garner the biggest share of Back-to-School spending, averaging about \$307, but that still is down 4 percent from last year.

Overall, the consumer is in good shape. The unemployment rate in the United States was at a very low 4.4 percent in June, up slightly from a 16-year low of 4.3 percent in May.

Private-sector wages rose by 2.5 percent this June compared to the same month last year, and housing prices continued to rise with low supply and high demand.

With all this economic energy, the weather is expected to help things along. Evan Gold, executive vice president of global services at Planalytics, which charts how weather affects the retail industry and other businesses, noted that the first week of August was relatively cooler than other years, particularly on the East Coast. "That helps get consumers into a fall mindset," he said.

September is also expected to log in with cooler temperatures on the East Coast, which should lift demand for Fall apparel and accessories. "We expect growth to continue through this year and favorable weather through September," Gold said. ●





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# LA Swim Week Starts on Irreverent Note

For its second run at the Skirball Cultural Center in West LA, the Los Angeles Swim Week fashion shows started on an irreverent note.

The glam, rock 'n' roll fashion label Cosmo and Nathalia took the runway with a camp, science-fiction-inspired show called "Surfing Swamp Monster From Planet Zon!"

Like other fashion labels, Cosmo and Nathalia showed bikinis and one-pieces. But it also treated the crowd to outré styles such as operatic headdresses and a cape bearing a de-

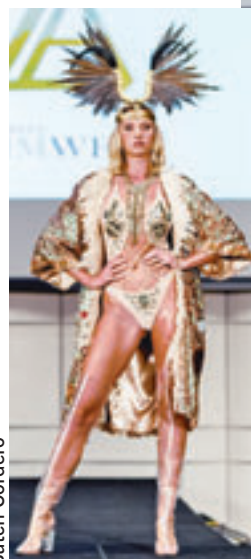
tail in the shape of a giant eyeball on its back.

Following Cosmo and Nathalia, swim labels that looked to mix fashion and sex appeal in bikinis, maillots and cover-ups. Presenting at LA Swim Fashion Show were brands Amour Activewear, Isla Aditi, Mio Coral, Jennifer Loel

Swim, Pauleth Swimwear and Leonisa.

Emceeding the show were Stephanie Sical, who was crowned the 2016 Miss Guatemala U.S. in 2015–2016 and Damian Rodriguez. Beauty queens such as Mrs. Latina Global were in the audience.—Andrew Asch

## Cosmo & Nathalia



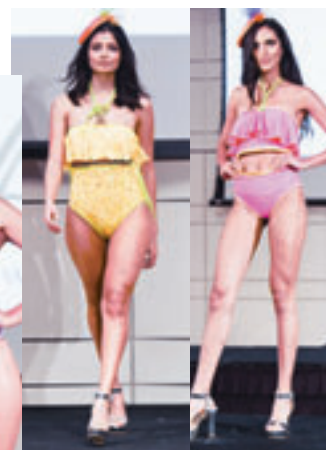
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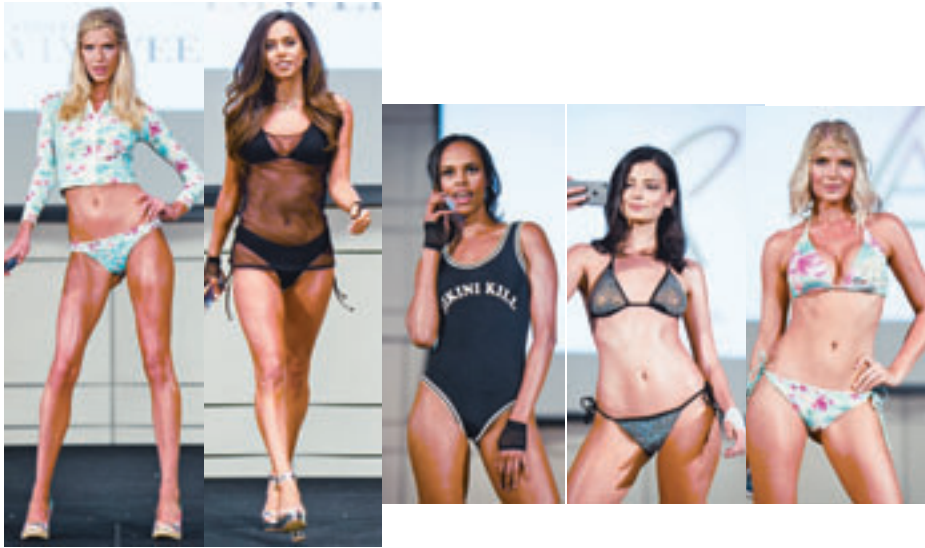
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## Zimberg Launches Luxe Men's Leather Line

Designer Arnold Zimberg and his brother Bruce Zimberg debuted their new men's leather jacket collection under the label **Jakett/Arnold Zimberg** at the recent run of **Liberty** in Las Vegas.

Made from lightweight, washed leather, the jackets are designed to be worn year-round and layered.

"It's not outerwear," Arnold Zimberg said. "It's a sportswear mentality."

The ultra-soft leather and suede jackets are washable and come in soft shades of desert, cloud, indigo, putty and khaki as well as washed black. One moto style features an attached hoodie.

There's also a matching knit pant—perfect for brunch in Venice, said Zimberg, who has split his design career between Los Angeles and New York, where he currently lives.

"It's all about specialty finishes and washes and color," he said.

Wholesale prices start at \$258 with the goal of keeping retail prices at \$895 and below.

The collection also includes styles in washed linen.

Zimberg said he had a phenomenal reaction to the line at Liberty, where he met with high-end menswear stores such as **Sy Devore, Mario's, Mitchells** and **Neiman Marcus**.

"It's a great show to work," he said. "All the high-end lines are here and customers are happy they can find the booths."

The challenge in menswear is to offer something unique.

"Men don't buy what they don't need," Zimberg said. "If you've got the right stuff you're going to do well."

For more information about Jakett/Arnold Zimberg, contact Bruce Zimberg at (917) 576-7834.

The Zimbergs also founded and run **Messe Frankfurt's** upscale offprice trade show **Boulevard Prêt-à-Sale**, which will host its second edition Oct. 12-19 at the **Javits Center** in New York.

—Alison A. Nieder



Arnold Zimberg at Liberty in Las Vegas



The Jakett/Arnold Zimberg collection features lightweight, washed leather and suede jackets meant to be worn year-round and layered.

## IT STRETCHES

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# Price and Value Are Driving Retail Business

Consumers are definitely thinking about their wallets when it comes to shopping.

A recent survey by the **International Council of Shopping Centers** shows that the majority of U.S. adults are loyal to brands and retailers because of price and value.

Some 92 percent of customers said that price savings keeps them loyal to stores and brands, followed by 79 percent who said they take into consideration product quality and 71 percent noting that a variety of products nudges them to shop in the same stores.

Customer service is as important as ever as 62 percent of consumers said they are willing to spend more if their shopping experience is customized to their personal interests.

In addition, slightly more than eight out of 10 people surveyed said they liked to see, touch, try on and interact with products, which helped keep them loyal. However, 82 percent of those polled said they would buy elsewhere if they had a negative shopping experience or encountered a rude employee.

“Retail is a highly competitive industry and the well-informed consumer has more influence on retailers and brands than ever before,” said Tom McGee, president and chief executive of the ICSC.

When asked which type of brands they prefer buying, 90 percent said they gravitate toward national brands versus local brands. Some 79 percent of shoppers said they are

loyal to national brands when it comes to electronic devices such as mobile phones and televisions, followed by apparel and footwear with 65 percent.

When it comes to different generations, millennials said the greater the variety of brands offered by a store, the more likely they are to frequent that store, with 80 percent citing variety as a driving force for making purchases.

“As millennials enter their prime spending years, we are going to see a shift in the way they engage with brands and retailers,” McGee said. “It’s crucial for brands and retailers to understand the shopping habits of this demographic so they win their loyalty for the years to come.”—*Deborah Belgum*

## Resource Directory

### FINANCE, TAGS & LABELS

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**Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy’s and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

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