

This editorial is sponsored by Pearl Izumi with Mercedes Ross and Bruce Schofield.

It's Time for a Spring Fling!

Spring is here and so are most of your spring products. As your apparel sells, double check re-orders to make sure you have the right mix while stock levels are high with your vendors. Make certain that spring products look great on your wall and floor fixtures. High visual impact is the goal. Move those left over Fall items, to the sales rack and make sure it doesn't distract from your spring product displays.

A Springtime Check List

Here are some quick tips to improve sell-through this spring.



Women

- Think outfit — shorts and tops that match, plus mix in jackets.
- Think color — women love color stories so match accessories like socks and gloves with your outfits.



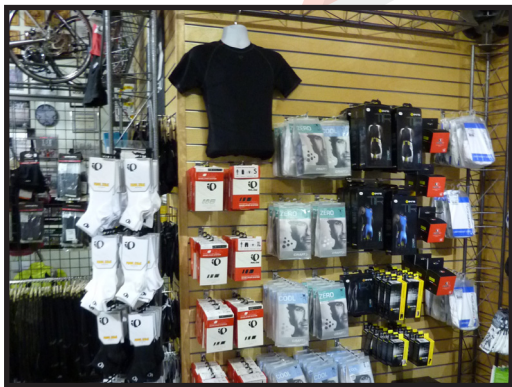
Men

- Men look for technical stories. Make sure your men's apparel, helmets and shoes have a story to tell.
- Men generally like solid color and team jerseys as well as the specialty jerseys like their favorite band, beer or college team jerseys. Have something fun to sell.



Men & Women

- If you have helmets and shoes that match some of the color stories, add them to the mix and tack on extra sales.
- Even though it's getting warmer always keep a few light jackets, arm and leg warmers on hand.
- Rainwear sells well in early spring. Dress up a mannequin and keep your layers visible—layering sells apparel.



Anytime is a good time to sell base layers. Use a 1/2 shell form to display a top with inventory on hooks below.

Monitor Spring Sales Closely

Keep a close eye on products flying off the shelves. Check with your rep to get re-orders coming, and inquire as to which items will have better fill rates throughout the season. Always keep back-stock in basic shorts

and don't wait for re-orders on sizes medium and large for men. It's not okay to run out of shorts in the spring—lost sales count. Think about which new products you may bring in mid-season, this is just another way to keep your hooks filled with product.



TIPS AND TRICKS

- Switch out your fall foliage to spring...**DO IT NOW!**
- Clean out the hanger box...organize your hooks....**DO IT NOW!**

BEST PRACTICES

- Get creative—use an umbrella above the rack as a prop and hang rain drops from it to sell rain wear
- Selling base layers is a good idea anytime, this critical category is often overlooked. If you don't have a baselayer display, create one.