

# DRIVING<sup>RETAIL</sup> SUCCESS

## Did Someone Say...Holidays???

**PEARL IZUMI**  
This editorial feature is sponsored by Pearl Izumi with Mercedes Ross.

Believe it or not, the holidays are right around the corner, so let's make a plan to sell mounds of apparel. As the basis for our plan, let's look at that holiday shopper—who are they, what are they likely to buy?

Holiday shoppers are mostly non-cyclists or casual cyclists buying for their CIP (Cyclist Important Person). They don't know or care about why cyclists wear gloves or the difference between windproof and breathable.

BUT they are more apt to buy apparel as a gift than anything else since it's more of an aesthetic than a technical purchase. All they need to know is a S-M-L-XL size. They are overwhelmed and in a hurry!

So let's help them—make it easy, stock up on summer stock. That's right, summer stock!

- Most cyclists are fair-weather riders. So the gift buyer is thinking, "What will they use next Spring?" Hard-cores may ask for wind-front tights, don't build your Holiday story around just that minority.
- Have all your shorts in stock (good, better, best). Don't neglect the higher-end technical product. Holiday shoppers are more apt to go high-end for their CIP—it's a special occasion!
- Gloves and socks are great stocking stuffers and foolproof when it comes to buying for someone else. Three-packs of socks make a nice \$20 gift, and black gloves mean no wrong colors.
- Fun jerseys: Often a friend will buy a team-look jersey as a gift before the cyclist will for themselves. Bring in a good grouping of fun, colorful jerseys. Remember, they are buying for next summer.

As the Holidays approach, after Halloween or so, create a 'Gift Ideas' section with all these summer items. Hang a big sign which reads 'GREAT CYCLING GIFTS'. Decorate with holly, a wreath, Santa, whatever you're comfortable with. Create a free-standing gondola brimming with summer gloves, load up on socks. Set up a gift section on the wall that is obviously not winter. Not every cyclist rides all winter, and winter apparel can be very technical and confusing to buy for someone else.



Colorado's Wheat Ridge Cyclery is all set for the Holidays! Spring/Summer gift ideas on the wall, Fall/Winter technical gear on the racks.

### HOUSE CLEANING

Now is a perfect time! You'll be roaming the halls at Interbike, stopping by the Pearl Izumi booth (#3935), so leave your staff with a to-do list.

First, let's take an inventory of the tools of the trade. Organizing your fixture room is as important as merchandising the floor. Look at the following items and assess their condition. Do you need more? Get rid of broken ones.

- » *Size rings (hanger and bar)*
- » *Shelves (do you have enough?)*
- » *Hangers (do they match?)*
- » *Mannequins (did you finally get some?)*

- » *Straight outs (do you have enough?)*
- » *Head forms (did they get beat up this summer?)*
- » *Waterfalls (do you have too many?)*
- » *Signs (do you need new ones?)*
- » *Hang rails (do you have any?)*
- » *Dressing room (do you finally have one?)*
- » *Hooks (how many different sizes are there?)*
- » *Mirrors*

### INTERBIKE SEMINARS: PREP FOR SUCCESS IN 2011!

While you're thinking about the details of your clothing department, let's also remember that there are bigger business issues to consider. How much profit would you like your clothing department to generate? What are your cash-flow goals and cash-balance goals? Spring is your biggest season, so prepare now for 2011! Learn more about better merchandising from Mercedes and from RMSA. Make higher margins while tying up less working capital by attending these free seminars sponsored by Pearl Izumi:

Wednesday, September 22, 10:00 a.m.–12:00 p.m.

Thursday, September 23, 10:00 a.m.–12:00 p.m.

**Merchandising: Driving Retail Success with Impactful Apparel Merchandising**

**Speaker: Mercedes Ross, Merchandising Werx**

**Location: Casanova Room 501**

Wednesday, September 22, 1:00 p.m.–3:00 p.m.

**Driving Retail Success: Your Retail Heart...**

**Is It Healthy?**

**Speaker: Paul Erickson, RMSA**

**Location: Casanova Room 501**

Thursday, September 23, 1:00 p.m.–3:00 p.m.

**Driving Retail Success: Terms Of Endearment**

**Speaker: Paul Erickson, RMSA**

**Location: Casanova Room 501**

### Do it Now!

Create timely apparel sections to generate sales:

- Seasonal
- Accessories
- Holiday

### Get Ready

- Plan Holiday gift orders
- Create a Holiday season staff training schedule
- Make a 2 by 4 foot Holiday Gift Certificate

### What's Next?

- Holiday shoppers: They're a different breed!
- Create stress-free gift packages
- Every shopping bag gets a gift checklist

