

DRIVING RETAIL SUCCESS

Make Warm Stuff Look Good!

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

INDOOR CYCLING = CASH COW

Yet another way to fill that less full clothing

section is to create an indoor cycling section. Bring in the items needed for indoor cycling (shorts, tops, shoes and socks). Add a trainer selection and you are on your way to increased sales.

The key here is to “create a section.” Identify it with signage and commit to the product selection. Have a good selection of cycling shorts and tops. Carve out an area for cycling shoes nearby. Display cycling shoes in two places if the shoe department is far away.

Now support the display with a trainer holding a bike and viola, you have planted the seed! Do this all in the late Summer or early Fall and your consumer will remember that they should continue to ride all Winter!

Summer's almost over, good job, pat yourself on the back!

OK, so the sale rack has stuff on it, make a note for next season of what not to buy and let's move on to Fall!

LAYERING CREATES SALES

Layering and warming the extremities are key to creating those add-on sales. One of the challenges of making your apparel department look great—you don't have as much apparel as in the Summer. This inherently makes the department look a little thin.

Let's start here. You can give different categories more room and spread the product out. Accessories

are the first area to benefit from this. Gloves, arm warmers, leg warmers and head gear all can be expanded. Creating a better section and a fuller selection always increases sales.

Start with your main display wall. Place a shelf or two above the section, invest in some head mannequins (spray painted styrofoam will set you back about \$10). Merchandise in groups of two or three; three heads with three different types of head gear and face masks.

Hand mannequins—show those warm claw mittens. Again, merchandising in groups of two and three. If you really want to get fancy, leg forms will show leg warmers and can be used for compression displays in the summer. Support the wall accessory section with product on a floor fixture too.

For the other half of the wall, apparel and under layers make up the selection. Create a separate under layer section. Bring enough in to make a statement about and a commitment to the category and you'll sell more. One or two boxes of under layer are not enough.

You can merchandise under layers both in boxes and on hangers. Do a combination of the two, some boxes above on hooks or shelves and then a hang rail below. If you do take them out of the boxes, be sure to make signs to inform the consumer about the technical aspects of the garments.

Take the time to make signs for Winter apparel. You have more room on the wall, and Winter apparel has more technical features. Also make sure to train your staff on the benefits of extending the riding season.

Now visibly layer your mannequin forms. Leave jackets unzipped so the under layers can be seen. Hang rails are best for bulk items such as tights. Separate out the different weights of tights on some straight-outs, while bib tights work best on a floor fixture.

Highlight jackets on a waterfall with a hang rail below holding the

different styles. Make sure you change the highlighted jacket frequently. Likewise, highlight a few jerseys on face-outs or waterfalls and then place all the other styles on a hang rail below. Last but not least, change out the Spring flowers for some pine trees and Fall foliage.

'KEEP RIDING' IS THE MESSAGE!

Make it easy for your customers to stay fit! Best-case scenario—have indoor cycling classes in your location. Always post the schedule in more than one place (at the cash wrap, in the section and on your website). Better yet, have the indoor cycling class schedule enlarged to a 2'x3' sign at a copy center, mount it on foam core and hang it right on the wall by the indoor cycling section. Hold a competition for miles ridden inside this Winter and post the results for those avid riders. Most miles ridden receives a shop jersey in the Spring.

SIGN IDEAS:

- It's Way Easier To *Stay In Shape!*
- Don't Get Out Of The Habit
- Hang On To Your Summer Fitness!
- It's Not The Weather, Its What You Wear!



Expand The Warmers And Head Gear.

Do it Now!

- Have a focus group: Show your best customers your catalogs from Interbike and get feedback for next Spring—which colors they like, what styles appeal to them
- Start designing your store jersey and short kit now!



Get Ready

- Think of holiday packages you can put together and prepare to order the parts
- Create an apparel wish list for the Holidays and put them in each consumer's bag
- Create a huge gift certificate, mount on foam core and hang it over cash wrap