

Memorial Day In Review

*REPORTS BASED ON DATA FROM MEMORIAL DAY 2018

TOP PRODUCTS



TARGET
Mad Love Prudence
Footbed Sandal
3.15% CVR



NORDSTROM
BP. Twist Front Tee
3.58% CVR



NORDSTROM
Lush Raw Edge
Side Slit Tee
1.77% CVR



NORDSTROM
Gibson x LIY Cassidy
French Terry Skirt
4.07% CVR



NORDSTROM
Leith Ruched
Body-Con Tank Dress
1.17% CVR

TOP BRANDS

- | | |
|--------------------|-------------------|
| 1. BP | CVR: 2.04% |
| 2. Free People | CVR: 1.04% |
| 3. Caslon | CVR: 1.34% |
| 4. J. Crew | CVR: 1.17% |
| 5. J. Crew Factory | CVR: 1.60% |

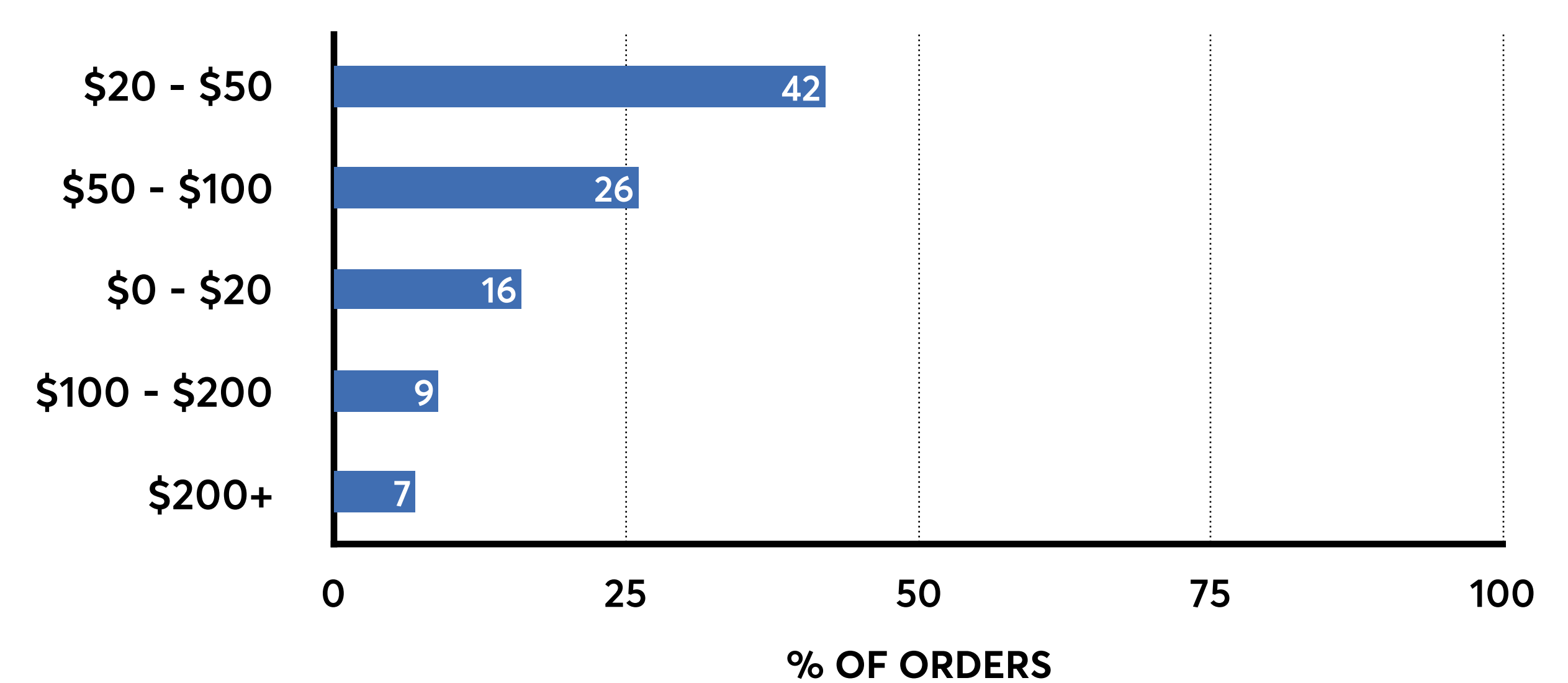
TOP RETAILERS

- | | |
|-----------------|-------------------|
| 1. Nordstrom | CVR: 1.38% |
| 2. Net-a-Porter | CVR: 0.12% |
| 3. Macy's | CVR: 0.57% |
| 4. Shopbop | CVR: 0.34% |
| 5. Target | CVR: 1.71% |

TOP CATEGORIES

- | | |
|----------------|-------------------|
| 1. Sandals | CVR: 0.88% |
| 2. Dresses | CVR: 0.65% |
| 3. Day Dresses | CVR: 0.71% |
| 4. Tops | CVR: 1.01% |
| 5. Tees | CVR: 1.19% |

TOP PRICE POINTS



HIGH COMMISSION RETAILERS

TO KEEP IN MIND

①

SHOPBOP
UP TO: **15%**

②

WALMART
UP TO: **20%**

③

NET-A-PORTER
UP TO: **14%**

④

NORDSTROM RACK
UP TO: **15%**

⑤

BLOOMINGDALE'S
UP TO: **16%**