

Back to School in Review

*DATA IS BASED ON SALES DRIVEN FROM 7/15/18 – 9/01/18

TOP PRODUCTS



NORDSTROM
BP. Stitch Curve
Hem Cardigan
1.04% CVR



OLD NAVY
Rockstar Pull-On
Jeggings
2.59% CVR



NORDSTROM
Zella Live in
High Waist Leggings
1.73% CVR



MACY'S
Urban Decay Naked
Eyeshadow Palette
4.21% CVR



NORDSTROM
Gibson x LIY
Maggie Twist hem Top
6.46% CVR

TOP BRANDS

- | | |
|----------------------------|-------------------|
| 1. Old Navy | CVR: 0.84% |
| 2. BP. | CVR: 1.12% |
| 3. Day Birger et Mikkelsen | CVR: 1.03% |
| 4. Madewell | CVR: 0.97% |
| 5. Caslon | CVR: 0.83% |

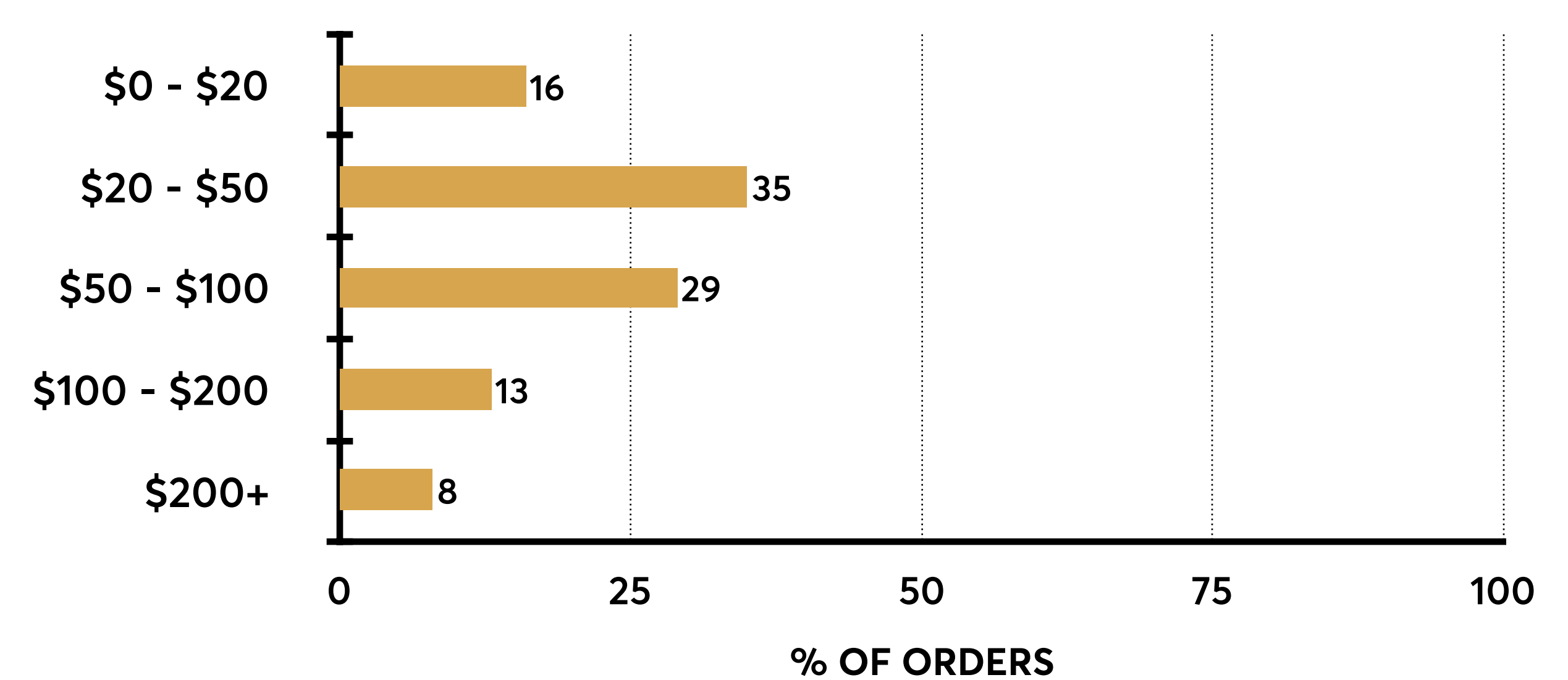
TOP RETAILERS

- | | |
|--------------|-------------------|
| 1. Nordstrom | CVR: 0.95% |
| 2. Target | CVR: 1.00% |
| 3. Old Navy | CVR: 0.84% |
| 4. Macy's | CVR: 0.63% |
| 5. Shopbop | CVR: 0.33% |

TOP CATEGORIES

- | | |
|-------------------|-------------------|
| 1. Tops | CVR: 0.65% |
| 2. Dresses | CVR: 0.48% |
| 3. Sweaters | CVR: 0.40% |
| 4. Beauty | CVR: 0.89% |
| 5. Kid's Clothing | CVR: 0.78% |

TOP PRICE POINTS



HIGH COMMISSION RETAILERS

TO KEEP IN MIND

①

TARGET

UP TO: **10%**

②

WALMART

UP TO: **25%**

③

SHOPBOP

UP TO: **15%**

④

OLD NAVY

UP TO: **10%**

⑤

AMAZON

UP TO: **20%**