

Labor Day 2019 In Review

*REPORT BASED ON COMMUNITY DATA FROM 8/27/19-9/2/19

2019 TRENDING CATEGORIES



**SWEATERS &
CARDIGANS**



DENIM



**TOPS &
BLOUSES**



SNEAKERS



**MAKEUP &
BEAUTY**

2019 TOP BRANDS

1. Caslon	CVR: 4.01%
2. Gibson	CVR: 2.67%
3. The North Face	CVR: 2.03%
4. Old Navy	CVR: 1.12%
5. KUT from the Kloth	CVR: 3.59%
6. J.Crew	CVR: 1.31%
7. Adidas	CVR: 3.72%
8. Halogen	CVR: 2.23%
9. Madewell	CVR: 1.77%
10. Vince Camuto	CVR: 2.00%

2019 TOP RETAILERS

1. Nordstrom	CVR: 2.48%
2. Amazon	CVR: 4.49%
3. Kohl's	CVR: 6.47%
4. Target	CVR: 1.24%
5. Old Navy	CVR: 1.54%
6. Pretty Little Things	CVR: 8.43%
7. Etsy	CVR: 3.49%
8. LOFT	CVR: 0.97%
9. J.Crew Factory	CVR: 1.81%
10. Express	CVR: 1.26%

2020 HIGH COMMISSION RETAILERS

TO KEEP IN MIND

① LOFT UP TO: 15%	② SHOPDISNEY UP TO: 20%	③ BACKCOUNTRY UP TO: 20%	④ RACK ROOM SHOES UP TO: 20%	⑤ UNCOMMON GOODS UP TO: 15%
⑥ DSW UP TO: 20%	⑦ J. CREW FACTORY UP TO: 15%	⑧ H&M UP TO: 15%	⑨ ILIA BEAUTY UP TO: 20%	⑩ STANLEY UP TO: 20%