

## MENSWEAR

 **Drapers' online menswear trend report has been updated. Visit [www.drapersonline.com/trends](http://www.drapersonline.com/trends)**

**PREMIUM**

Although trading was tough at premium menswear retailers this week, the mood was reflective, with many shop owners brainstorming for new ways to draw in customers. Many see Easter as a key date in the shopping calendar, with nearly two thirds open for the full bank holiday weekend.

**TOP 10**

Best-selling brands of the week

1	<b>Boss Orange</b>
2	<b>Boss Black</b>
3	<b>Polo Ralph Lauren</b>
4	<b>Armani Jeans</b>
5	<b>Paul Smith Jeans</b>
6	<b>Stone Island</b>
7	<b>Vivienne Westwood</b>
8	<b>Paul Smith London</b>
9	<b>CP Company</b>
10	<b>Armani Collezioni</b>

**TOP 5**

Best-selling styles of the week

1	<b>Shirts</b>
2	<b>T-shirts</b>
3	<b>Jeans</b>
4	<b>Knitwear</b>
5	<b>Polo shirts</b>

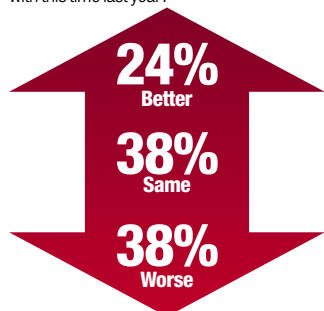
**TOP 5**

Best-selling outerwear brands of the week

1	<b>Boss Black</b>
2	<b>Stone Island</b>
3	<b>Boss Orange</b>
4	<b>Paul Smith Jeans</b>
5	<b>Armani Jeans</b>

**Fashion in figures**

How does your week's business compare with this time last year?



““ Our Easter weekends are always very successful trading days

Mark Radford, manager of **Hoopers** in Tunbridge Wells, Kent

““ If you aren't open, others will be, and you are not going to get the sales

Keith McCaffery, owner of **Rubens** in Inverness, Scotland

**Quickfire questions**

Which price point drives the biggest volume of your sales?

£100 or less	<b>45%</b>
£101 to £200	<b>45%</b>
£201 to £300	<b>10%</b>

Which category has driven the biggest volume of sales this year?

1	<b>Jeans</b>
2	<b>Shirts</b>
3	<b>Knitwear</b>
4	<b>Suits</b>

Which brand do you think is most in need of an image overhaul?

1	<b>Armani Jeans</b>
2	<b>Boss Orange</b>
3	<b>Diesel</b>
4	<b>Armani Collezioni</b>
5	<b>Boss Black</b>

Which brand do you think needs to review its prices?

1	<b>Hugo Boss</b>
2	<b>D&amp;G</b>
3	<b>Eton</b>

Did you open on Good Friday and Easter Monday?

Just Good Friday	<b>38%</b>
Just Easter Monday	<b>0%</b>
Both	<b>60%</b>
Neither	<b>2%</b>

**Average spend**

What was the average spend per customer in your store this week?

**Informer**

**Easter events** for account customers seem to be the most popular alternative to an Easter Sale, according to the premium menswear retailers polled for this week's Indicator. Mike Baxter, tailoring manager at Psyche in Middlesbrough, said: "We are offering a £10 voucher to spend in store and an Easter egg to account customers who spend more than £100. By enticing more people in, we hope to sell more product." Department store Hoopers in Tunbridge Wells in Kent is holding a similar promotion, crediting £50 to customers' account cards if they spend £250.

**Points of difference** via collaborations, own labels and better customer service were mentioned by retailers as ways of setting their stores apart from local rivals and keeping customers interested. Alice Pointer, owner of Laundry Room in Norwich, has worked with designer Sam Blunden to produce an exclusive range of printed T-shirts. Pointer said: "We've put a lot of thought into the design of the T-shirts, and they don't look like any other product. This exclusivity is already appealing to our customers." Pointer has also made efforts to improve the customer service on her website to mirror that offered in store.

**Armani Jeans** was singled out by retailers as the brand most in need of a makeover. Matt Horstead, owner of Dartagnan in Chichester, West Sussex, said: "Armani Jeans has always been a standard, no-frills brand, but now it needs to offer something more interesting. It has become too dull. Armani has continued to just slap its name on products and expect them to sell well." He added that introducing more interesting designs or adding details to the jeans could help to increase sales.

**Jean therapy: does Armani Jeans need a facelift?**