CONTEMPORARY

H by Hudson rose up the rankings to claim the number one best-selling brand position this week, while formal styles topped the best-selling category breakdown. However, indies considered Cruyff Classics the must-have brand for spring 10, and buyers were holding back an average of 23% of their budget for in-season buying.

TOP 10
Best-selling brands of the week
1. H by Hudson
2. Adidas
3. Fly London
4. Base London
5. Lacoste
6. Fred Perry
7. Paul Smith
8. Ted Baker
9. Cruyff Classics
10. Front

We don’t have a lot of Sale stock out as we are pushing new season product

Andy Woodward, manager of David Jason in Scunthorpe

We’ll keep about 20% of our budget for in-season to keep things fresh

Graham Brown, sales director at Cruze in Camberley, Surrey

Total week’s takings
What were the total sales in your store this week?

DATE: week ending August 15 2009
Average:
£7,500
+7% YEAR-ON-YEAR CHANGE

Quickfire questions
Which brand do you consider a must-have for spring 10?
1. Cruyff Classics
2. Adidas
3. H by Hudson

Fashion in figures
How does your week’s business compare with this time last year?

DATE: week ending August 15 2009
Average:
£68.87

Black magic: Cruyff Classics

Will you be putting your prices up for spring 10?
Yes 37%
No 63%

Which style will you buy more of for spring 10 than you did for spring 09?
1. Formal shoes
2. Retro trainers
3. Deck shoes

Which brand had the best pre-Sale sell-through?
1. Adidas
2. Fly London
3. H by Hudson

Soaring before the Sale: Fly London

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