

WOMENSWEAR

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PREMIUM

Business was stronger compared with the same time last year at two thirds of the premium womenswear independents polled in this week's Indicator. Weekly takings were up by an average of 11% year on year. Retailers singled out Vivienne Westwood Red Label as customers' must-have brand this season

TOP 10

Best-selling brands of the week

1	Armani Jeans
2	Marc Cain
3	Nicole Farhi
4	Vivienne Westwood Anglomania
5	MaxMara Weekend
6	Farhi by Nicole Farhi
7	Odd Molly
8	Paul Smith Black
9	Marithé et François Girbaud
10	Halston Heritage



Riding high: Marc Cain sold well

TOP 5

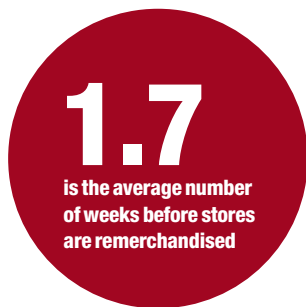
Best-selling categories of the week

1	Dresses
2	Jeans
3	Casual tops
4	Casual trousers
5	T-shirts

TOP 5

Best-selling dress brands of the week

1	Diane von Furstenberg
2	Vivienne Westwood Anglomania
3	Halston Heritage
4	MaxMara Weekend
5	Milly NY



“ We've had all our deliveries and we've only got 1% left to put out

Carl Jacklin, owner of **Agatha** in Lincoln

“ We arrange our product into complete looks. We have to remerchandise every day

Jayne Staley, owner of **Private Collection** in Barnstaple, Devon

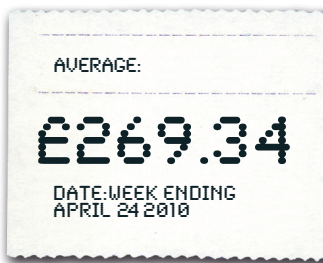
Total week's takings

What were the total sales in your store this week?



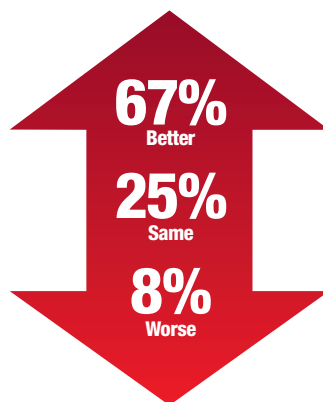
Average spend

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



Fashion in figures

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



Quickfire questions

What is your biggest mark-up on product this season?

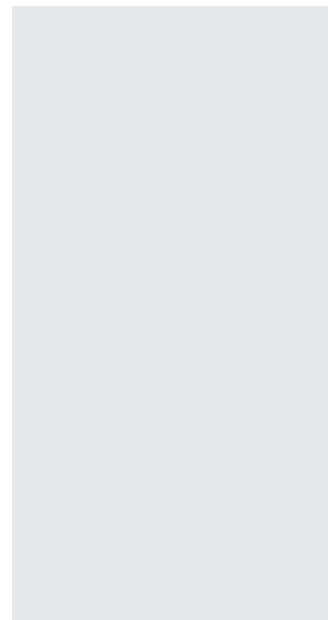
Average **2.8**

What is your lowest mark-up on product this season?

Average **2.4**

Which is the must-have brand for your customers?

1	Vivienne Westwood Red Label
2	Marc Cain
3	Joseph
4	Isabel Marant
5	Vivienne Westwood Anglomania



Hot: Vivienne Westwood Red Label

Which brand has had the best sell-through for spring 10 so far?

1	Marc Cain
2	120% Linen
3	Diane von Furstenberg
4	Vivienne Westwood Anglomania
5	Goat

Drapers spoke to 50 independents about their premium womenswear business for the week ending April 24. Brands and styles mentioned in the lists, including the Top 10 and Top 5, are ranked when mentioned by five or more retailers