

MENSWEAR



BREAKING NEWS
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YOUNG FASHION

Men's young fashion indies experienced a tough week's trading, with average takings down 4% on this time last year. Almost three-quarters of respondents said business hadn't improved compared with last January. However, Superdry and Fred Perry were the brands doing most to keep sales ticking along

TOP 10

Best-selling brands of the week

1	Superdry
2	Fred Perry
3	Diesel
4	Luke
5	Scotch & Soda
6	Diesel
7	Humör
8	Lyle & Scott
9	Duck and Cover
10	Religion



Earning its stripes: Superdry on top

TOP 5

Best-selling brands of the week

1	Knitwear
2	Outerwear
3	Jeans
4	Shirts
5	T-shirts

TOP 5

Best-selling outerwear brands of the week

1	Superdry
2	G-Star
3	Duck and Cover
4	Firetrap
5	Barbour

35%

is the average Sale discount at the indies polled

22%

of indies polled have seen a rise in shoplifting in the past year



I'm happy that trade hasn't got any worse, as the media predicted it would

Michael Down, owner of **Cruze** in Camberley, Surrey

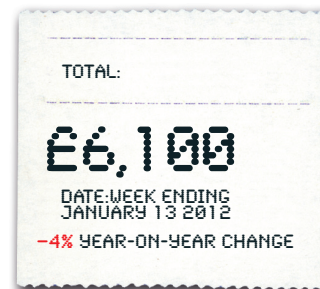


Sales aren't what they use to be. People are generally sick of Sales

Keiron Clarke, director of **Ashes Menswear** in Bournemouth

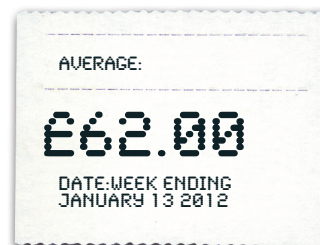
Total week's takings

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 brands have you had spring 12 deliveries from?

1	G-Star
2	Superdry
3	Fred Perry
4	Humör
5	Diesel



Heading into stores: Fred Perry

How did trading for the final Christmas week compare with the same week in 2010?

Better	58%
Same	13%
Worse	29%

What brands have sold best in your Sale?

1	Firetrap
2	Superdry
3	Lyle & Scott
4	Fred Perry
5	Diesel

What anti-theft measures do you have in your store?

CCTV	53%
Security tags	59%
Staff training	25%
Alarms	6%
Security guard	6%
Chain locks	3%
Don't have any	9%