



# Fashion INDEX

/ Talking Trade /

## 'Pop-up shops pave the way for retail innovation'

— Dan Coen



**T**wo important forces seem to be converging in the retail sector. First, we're seeing a lot of distressed businesses being held back by their legacy bricks-and-mortar business models and, second, there are a number of young, innovative fashion businesses that are thriving but would benefit from a more flexible property portfolio.

Enter a clever website called Appear Here, an online marketplace that allows people to book short-term retail spaces around the UK. It's a smart idea that has clear benefits for retailers that want to avoid hefty start-up expenses – and who don't want the fixed cost and associated headaches of a long-term lease.

People often complain about the lack of innovation in retail but this concept is very clever. The model effectively gives up-and-coming retailers all the benefits of a bricks-and-mortar shop but with fewer obligations, which means they'll be more willing to take chances and try out new and creative ideas. For example, a pop-up shop has just opened to sell products from businesses set up by students at University College London (UCL). The Launchbox shop in Shoreditch, east London, will sell products including clothing, jewellery and posters designed and made by student entrepreneurs.

Short-term deals like these not only give landlords the opportunity to speak to fledgling businesses that can't yet secure a permanent retail space of their own but also give them an instant pipeline to the country's next wave of creative and inspiring retailers. Plus, landlords can use these relationships to see what works (and what doesn't) in their location, so they can make more informed choices when deciding on their next tenant.

The Government and commercial landlords both agree that empty shops have become a real blight on the retail landscape – and pop-up shops may be the answer. Short-term lets like these will help to create a much more dynamic high street, with new shops bringing fresh ideas to areas that have begun to look like ghost towns.

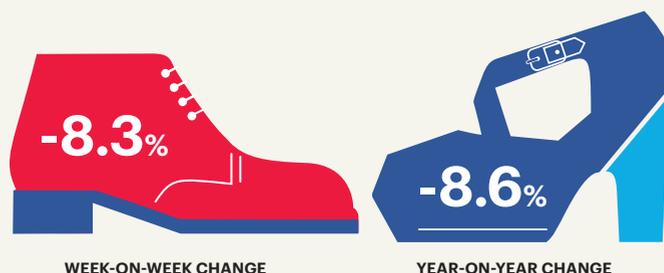
Even though UK retail still faces many challenges, a healthy dose of flexibility and creativity can only help this hard-hit market. Even if short-term leases can't solve all our problems, pop-up shops could be a clever way of revitalising the high street and town centres.

Director, corporate advisory firm Zolfo Cooper

## WEEKLY FOOTFALL RETAIL INDEX

National UK footfall figures

Week 23 – June 3 to 9, 2013



The latest national retail traffic report from Experian FootFall shows a 8.3% week-on-week decline in shopper traffic and a decline of 8.6% year on year. The daily figures reflect the fact that last year was the Queen's Diamond Jubilee and extended holiday. Monday and Tuesday show a year-on-year uplift of 6.4% and 3.2% respectively; last year both days performed poorly as most consumers focused on the celebrations. The rest of the week shows a sharp decline year on year. Last year saw a huge rise as many people shopped during extended breaks after the two-day bank holiday.

## HIGH STREET SALES TRACKER

Like-for-like sales figures across the high street

Week ending June 9, 2013



The fashion index posted flat like-for-like sales figures and mixed results within the sector. Generally, fashion reported strong results, but a number of retailers with negative results brought the figure down. For more information, email Don Williams at BDO at don.williams.bdo.co.uk

## DRAPERSJOBS.COM

The UK's employment hot spot and the most popular roles

**Drapersjobs.com**  
Your perfect fashion job



Highest growth location (defined by % increase in traffic to DrapersJobs week on week)

### The most applied for jobs

1. Sales 11.9%
2. Design 6.9%
3. Merchandising 5.7%
4. Production 4.8%
5. Buying 3.9%

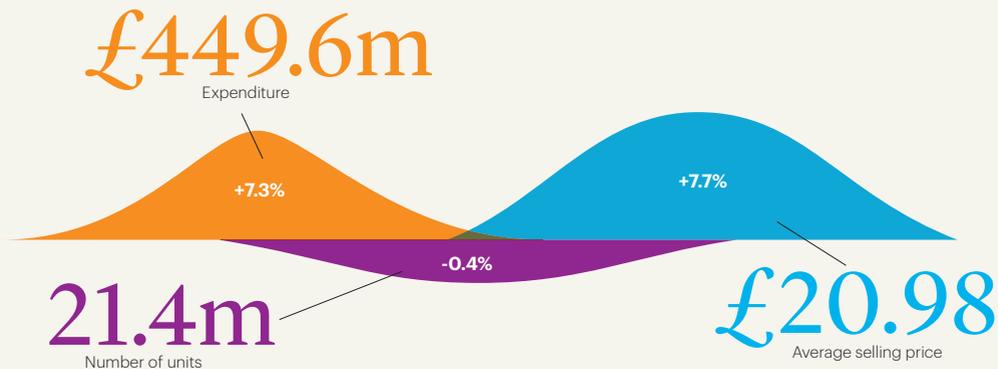
As a percentage of total applications on DrapersJobs last week

ILLUSTRATIONS BY NATHALIE LEES

## SALES & TRENDS – MAIL-ORDER WOMENSWEAR

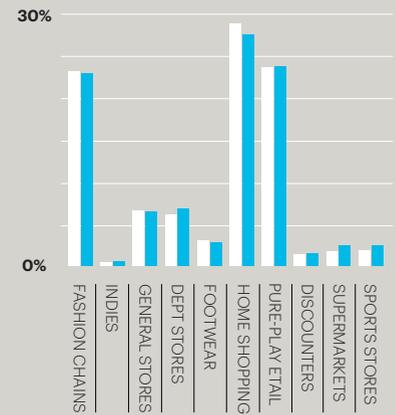
The traditional mail-order womenswear sector is in growth but at a slower pace than the total online womenswear market

KANTAR WORLDPANEL



### Retail sector share £%

24 weeks ending April 14, 2013 versus 2012



### PRODUCT TRENDS



24 weeks ending April 14, 2013 versus 2012, according to Kantar Worldpanel Fashion



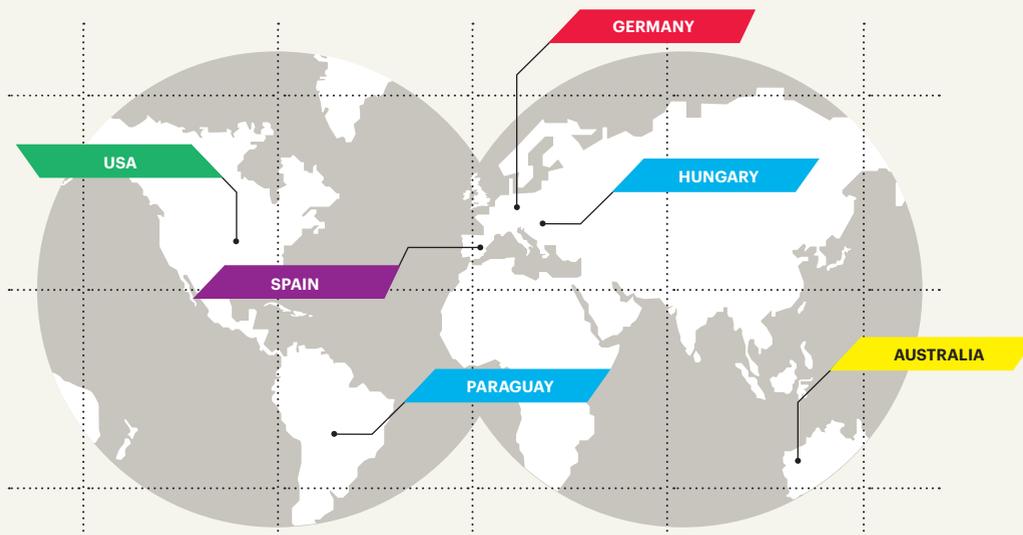
Shoppers are putting fewer items in online baskets (-3.2%), and a rise in average prices often deters them from buying large baskets

Natasha Shatford, category analyst, Kantar Worldpanel

## INTERNATIONAL

The five top stories from around the globe

PlanetRetail  
www.planetretail.net



- **GAP** will introduce its brand to Paraguay and Hungary through new agreements with existing franchise partners. These partners are Neutral in Paraguay and Gottex Brands in Hungary. Neutral launched Gap in Uruguay in November 2012.
- **ZARA HOME** has opened an outlet in Madrid's Calle Hermosilla with a click-and-collect counter. The service will be rolled out to other stores if successful. Inditex is also considering launching click-and-collect for Stradivarius and Pull & Bear.
- **NEIMAN MARCUS** has reported that sales increased 3.8% to \$1.10bn (£729m) in its third quarter of fiscal 2013. On a comparable store basis, its sales were up 3.6% from the same period a year ago.
- **MYER** fashion chief Nicole Naccarella said retail has changed shopper behaviour in store. The department store is stocking both winter and summer fashions so shoppers don't have to wait to buy Northern Hemisphere trends.
- **PULL & BEAR** has opened its first German store. On Tauentzienstrasse, Berlin's main commercial street, it has a sales area of around 7,500 sq ft. The Inditex-owned young fashion chain has been selling online in Germany since September 2011.

“Women with the disposable income to buy a designer coat will buy it in November and put it away because they have to have it”

Nicole Naccarella, group general manager for women's fashion, Myer