

Bieber scent drags down sales

Elizabeth Arden blames celebrity products for double-digit revenue decline

Eau de Brat. Justin Bieber is off-scent. The singer's and Taylor Swift's celebrity fragrances are the primary drivers of Elizabeth Arden's 15 percent decline in net sales for the fiscal year. "While we anticipated some decline in sales in our celebrity brands, we didn't anticipate the extent of the decline we experienced," says Elizabeth Arden's Joel Ronkin.

Kid Protection. Summer Infant baby products has launched HomeSafe by Summer at 50 Home Depot locations. HomeSafe is a collection of Summer safety products, including gates, outlet covers and furniture edge guards. Following the success of the three-month test, executives expect Home Depot to roll out Home Safe by Summer in a greater number of locations across the U.S.

Intelligent Auto. Nearly 40 percent of the total cost of a car is due to electronic content, such as



Larissa Faw

The Business Roundup

advanced driver assistance systems or ADAS, which include complex electronics like radar for lane change and vehicle proximity warnings and standards for fuel efficiency and environmental emissions, says Mentor Graphics.

Ball Poseurs. Basketball shoes, especially Jordan and Kobe Bryant, are the hot sellers at Foot Locker. Yet executives realize these shoppers are not necessarily buying the shoes to play basketball or run in. Rather, it's

about the look. Kobe's shoe, in particular, is leading this fashion trend. Another trend finds people buying a couple of different shoes in the same style so that they can coordinate their outfits better.

Hog-Less. There are no pigs. Pork values remained unseasonably high this summer due to tight hog supply, causing prices to rise in bacon, packaged meat, and other pork products. However, thanks to the cooler summer, more pigs are expected to arrive in the market later this fall. The next cause for concern: turkeys.

GOOAL! Dick's Sporting Goods reports average store sales of World Cup merchandise more than doubled the sales on an average store basis than the World Cup held in 2010.

Fall Fashion. Twenty percent of American Eagle Outfitters clothing items are considered

fast-fashion purchases, meaning they are quickly ordered to capitalize on trends. The remaining 80 percent are purchased months in advance of hitting the store floor.

Lid Trends. Hat wearers have shifted from wearing team logos to wearing athletic branded hats, in particular, Under Armour, according to Hibbett Sports. The sporting goods chain also reports few people bought sandals this summer.

High Jeans. Men spent an average of \$92.85 to buy a pair of jeans, up from \$89.95 last year, according to retailer The Buckle. Women spent an average of \$98.65, up from \$97.15 year-over-year.

Off-Site. The poor economy didn't only impact residential home construction. It now appears it may be years before there is significant increase in new strip center shopping spaces

due to slow economic and housing growth, tougher lending underwriting for development loans, and the effect of environmental and other governmental regulation.

Mixed Baskets. Target reported mixed results in its latest financial filings. They saw less shoppers, but those that did buy items, spent more money. Sales were strongest in toys and electronics, as well as food, health, and beauty. Sales were weakest in apparel and home goods. In June, the retailer introduced free online shipping on all orders over \$50 because its research shows that the number one cause of abandoned carts is a surprise at checkout, including uncertain shipping charges.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

SPONSORSHIP AD

Bieber scent drags down sales figures

Elizabeth Arden blames celebrity products for double-digit revenue decline

Eau de Brat. Justin Bieber is off-scent. The singer's and Taylor Swift's celebrity fragrances are the primary drivers of Elizabeth Arden's 15 percent decline in net sales for the fiscal year. "While we anticipated some decline in sales in our celebrity brands, we didn't anticipate the extent of the decline we experienced," says Elizabeth Arden's Joel Ronkin.

Kid Protection. Summer Infant baby products has launched HomeSafe by Summer at 50 Home Depot locations.

HomeSafe is a collection of Summer safety products, including gates, outlet covers and furniture edge guards. Following the success of the three-month test, executives expect Home Depot to roll out Home Safe by Summer in a greater number of locations across the U.S.



Larissa Faw

The Business Roundup

Intelligent Auto.

Nearly 40 percent of the total cost of a car is due to electronic content, such as advanced driver assistance systems or ADAS, which include complex electronics like radar for lane change and vehicle proximity warnings and standards for fuel efficiency and environmental emissions, says Mentor Graphics.

Ball Poseurs. Basketball shoes, especially Jordan and Kobe Bryant, are the hot sellers at Foot Locker. Yet executives realize these shoppers are not necessarily buying the shoes to play basketball or run in. Rather, it's about the look. Kobe's shoe, in particular, is leading this fashion trend. Another trend finds people buying a couple of different shoes in the same style so that they can coordinate their outfits better.

Hog-Less. There are no pigs. Pork values remained unseasonably high this summer due to tight hog supply, causing prices to rise in bacon, packaged meat, and other pork products. However, thanks to the cooler summer, more pigs are expected to arrive in the market later this fall. The next cause for concern: turkeys.

GOOAL! Dick's Sporting Goods reports average store sales of World Cup merchandise more than doubled the sales on an average store basis than the World Cup held in 2010.

Fall Fashion. Twenty percent of American Eagle Outfitters clothing items are considered fast-fashion purchases, meaning they are quickly ordered to capitalize on trends. The remaining 80 percent are purchased months in advance of hitting the store floor.

Lid Trends. Hat wearers have shifted from wearing team logos to wearing athletic branded hats, in particular, Under Armour, according to Hibbett Sports. The sporting goods chain also reports few people bought sandals this summer.

High Jeans. Men spent an average of \$92.85 to buy a pair of jeans, up from \$89.95 last year, according to retailer The Buckle. Women spent an average of \$98.65, up from \$97.15 year-over-year.

Off-Site. The poor economy didn't only impact residential home construction. It now appears it may be years before there is significant increase in new strip center shopping spaces due to slow economic and housing growth, tougher lending underwriting for development loans, and the effect of environmental and other governmental regulation.

Mixed Baskets. Target reported mixed results in its latest financial filings. They saw less shoppers, but those that did buy items, spent more money. Sales were strongest in toys and electronics, as well as food, health, and beauty. Sales were weakest in apparel and home goods. In June, the retailer introduced free online shipping on all orders over \$50 because its research shows that the number one cause of abandoned carts is a surprise at checkout, including uncertain shipping charges.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

SPONSORSHIP

AD