



holiday report

DECEMBER 5, 2016

Beauty, Footwear Dominate in First Full Holiday Sales Week

Sales trended flat to positive in most of portfolio

The first full week of the holiday selling season showed mixed results with 19 Starwood Retail properties reporting flat to positive year-over-year results, and nine centers reporting slight declines.

Beauty-related items including fragrances and candles were strong portfolio-wide, with some locations scrambling to keep products on the shelves. The release of the Air Jordan IX propelled sales at athletic footwear chains, a trend that should continue with the release of Nike Space Jam shoes this week. Boots also are selling.

Also strong was jewelry, though shoppers are holding off on major purchases such as engagement rings and diamonds earrings. Charms and smaller items are selling well.

Children's wear primarily was flat, and junior's chains and department stores offered mixed results. Restaurants saw gains across the portfolio, while theaters were down or flat with no major new releases.



Avg. YOY Sales Eastern Region
Flat to +2.0%

Avg. YOY Sales Central Region
-8.0% to +9.6%

Avg. YOY Sales Western Region
Flat to +8.0%

Top Sellers

In the East, the newest Apple products (Macbook Pro and iPhone 7) dominated electronics. Sweaters and tops are the top apparel sellers.

In the Central region, promotions create strong outerwear and accessories sales. Gifts with purchase propelled jewelry sales.

West region centers reported strong sales of fine jewelry, fleece and outerwear.

Women's apparel is up, while footwear (except for UGG's declined in some locations Denim is especially strong.

Said at the Center

Starwood Retail shoppers are determined: 69 percent of survey respondents had a game plan for their trip. And 55 percent said they had more shopping to do.

"I love the diversity this mall offers!"

– Franklin Park Mall Shopper

