



holiday report

DECEMBER 12, 2016

Outerwear, Jewelry, Electronics Dominate Week 3 Holiday Sales

Shoppers shift from personal needs to gifts, says Starwood Retail Partners Weekly Report

The first full week of December saw shoppers shifting their focus from their own needs to gift-giving, according to tenants at Starwood Retail Partners' malls and lifestyle centers across the U.S. Poor weather affected sales and traffic in parts of the West and Midwest, while retailers in Eastern region centers reported major year-over-year increases.

Children and teen apparel retailers saw sales gains throughout the portfolio, as did jewelers and those focused on outerwear and boots. Many store managers around the portfolio noted that more mature shoppers came out in force this week, boosting sales at high-end apparel retailers and department stores.

Electronics were strong this week with some stores reporting year-over-year gains in the low double-digits. Also seeing positive results vs. 2015 were full-price department stores and specialty stores compared with discounters.



Avg. YOY Sales Eastern Region Stores
-0.1% to +18.0%

Avg. YOY Sales Central Region Stores
-8.0% to +7.0%

Avg. YOY Sales Western Region Stores
-6.0% to +4.0%

Top Sellers

In the East, cold weather accessories sales were strong as chillier temperatures took hold later in the week. Boots and sweaters were popular.

In the Central region, electronics (especially televisions, MacBooks and smartphones) were the key category, especially for the more mature and affluent shoppers.

Weather was a factor in the Western region, propelling sales of outerwear.

Said at the Center

Shoppers are starting to focus on in their gifts – nearly half (48 percent of respondents) of those surveyed at Starwood Retail centers were planning to cross a specific item off their lists.

“Some stores are too crowded – a great thing for the economy!”

– Shopper at The Mall at Partridge Creek

