



holiday report

NOVEMBER 28, 2016

Starwood Retail Partners Reports Strong Black Friday Sales, Traffic

Black Friday particularly busy

It was a happy kickoff to the holiday shopping season, with Starwood Retail Partners's 30 malls reporting strong Black Friday sales and traffic, capping a strong week overall, as many retailers began holiday promotions early. Sales gains ranged as high as 5% for some properties.

Twenty-one of Starwood Retail's properties opened at 6 p.m. on Thanksgiving Day. For most properties, traffic was strong on Black Friday, as shoppers sought promotions. Saturday morning for the most part was slower, with business picking up in the afternoon.

Especially strong around the country were Bath & Body Works, Victoria's Secret/Pink and JCPenney. Restaurants also saw gains for the weekend.



Avg. YOY Sales Eastern Region

Flat to +5.0%

Avg. YOY Sales Central Region

-4.0% to +5.0%

Avg. YOY Sales Western Region

+3.0% to +9.0%

Top Sellers

In the East, ready-to-wear, shoes and handbags were on the must-buy list, with several retailers exceeding plan.

Strong sellers were graphic tees, fleece and jeans. Gifts with purchase drove traffic at many retailers.

Promotions were the key to sales in the Western region – shoppers who opted to buy electronics on Saturday often faced sellouts. Jeans and hoodies were popular items.

The Central region saw strong sales of flannel and jackets, items related to Pokemon Go.

Said at the Center

More than half (53.3%) of shoppers surveyed at several properties noted that their shopping had just begun:

“I love Black Friday!”

– MacArthur Center Shopper

