



Retail Optimism – *Fake News?*

The retail apocalypse of the 2010s hasn't quite occurred as predicted. So, will it ever? Could it happen to you? No, not if you make some very important enhancements in how you do business inside your store.

RetailMeNot Chief Marketing Officer Marissa Tarleton, said in an interview on the [FOX Business Network](#), “Over 80 percent of consumers say they prefer to go into a store to shop. And in particular the millennial generation loves the immediacy of going into a store, so what you see is more modern in-store retailing.” An example of modern retailing being a buy online, pick up in store incentive. Once a customer is in your store, you have a much better chance of an impulse buy than you would online. Remember to [Master Using the Five Senses in Retail](#) as illustrated in a previous post. An even more positive outlook comes from Erica Kirkland, Publisher and Editor of [Giftbeat](#) newsletter, who stated in her February 2019 editor's note, “...we can suppose that 10 percent of all gift purchases are made online, meaning 90 percent of gift purchases are made at brick-and-mortar locations.”

Good news! However, just because the numbers say people are buying in physical stores does not mean you should totally relax. The all-important in-store experience must be beyond par. If your customers are not getting the best service, customization, or downright helpfulness, they will go elsewhere. Steve Dennis in his January 10, 2019 article on [Forbes.com](#) wrote, “2018 was yet another year of massive store closings and retail bankruptcies... yet it will become crystal clear... much of physical retail is pretty darn healthy and that the overall idea of a retail apocalypse is ridiculous”. Dennis continues in pointing out the fact that hundreds of digitally native brands are opening traditional physical locations with positive success, such as Warby Parker and Fabletics.

Why? People still love experiencing items in real time. *Do these frames compliment my face? Will they go with my eyes? Which leggings will look better on me? Will this fit well?* These answers can be realized in minutes, not two days later once they've already been bought and paid for shipping. That being said, stores need to present product in a visually stimulating way. Merchandising is just as much of an art as curating the right items for your customers. *What moves clientele in one direction or another? What draws their attention?* It's all in the details of presenting an overall picture; storytelling will never go out of style. Test the theory on yourself. Walk into a store you like and take note of what you notice. Then, reconfigure ideas for your own store. There are many merchandising options available.

This is where DM is 100 percent at your service. Not only do they carry traditional impulse items, but they've expanded their gift and apparel product lines with new styles of loungewear, socks, underthings, and leggings from their top brands.

As noted in the February edition of [Giftbeat](#) newsletter:

Many reporting stores note DM's apparel lines flew off the shelves during the holidays. With new introductions to its popular Hello Mello and Two Left Feet assortments, the lines (are) poised for more growth in 2019.

Not only are these product lines comfortable to the touch, you can feel completely at ease bringing them into your store with their established track records. In the same issue of [Giftbeat](#), DM earned the top spot for apparel in three of the four regions, and second in the fourth, proving they have the chops for the props across the board.

DM supplements having the best apparel lines with various social media outlets, influencers, and their blog, [Engage](#). Often they reach out to loyal brand fans to entice them with new products, patterns, and ideas on where and how to use the items.

In just over a year, Hello Mello has acquired over 4,500 organic followers between Facebook and Instagram; Two Left Feet has nearly 4,000 on the same platforms. To take it a step further, their FITKICKS brand has an organic following of nearly 10,000 with several brand ambassadors who love to wear and promote the products for additional grass roots exposure. DM's Social Media Manager Emily Milas often helps boost brand awareness with contests "which provide a way to create excitement and a sense of urgency. The attention generated largely outweighs the cost of sharing the product with a potential or existing customer." It also creates pride, goodwill, and an air of happiness. People can proudly share their get with friends and family online. *Look what I won from this awesome brand!* (insert smile emoji and image of product). Your winner just created a joyful feeling in people who have possibly never heard of your brand. Talk about a win-win! Take a look at DM brand's social media for inspiration.

FITKICKS [@fitkickslife](#) [/fitkickslife](#)

Hello Mello [@hellomellowear](#) [/hellomellowear](#)

Two Left Feet [@twoleftfeetco](#) [/twoleftfeetco](#)

Turn retail optimism into real results with these tips to get your business in shape and ready to tackle any future obstacle.