

Fashion Forward

Discovering and following trends in clothing and work wear takes a keen understanding of your market, the willingness to talk to sales reps and do a little online searching, and a bit of gumption.

To help you get a better understanding of the category, *Hardware Retailing* created this selling guide, which summarizes the clothing and work wear trends identified by retailers across the country in the June issue of the magazine.

Applied to Retail:

These trends are flying off the shelves at some stores, but analyze your customer base to identify what would excel in your area. Attend buying markets to look at the latest designs, styles, colors and more. Your staff is also a great resource to spot trends and to help define what your customers will want to wear.

How to Sell:

To keep your clothing and work wear selection fresh and on-trend, create a unique display with items that are sure to grab your customers' attention. Use a mannequin to emphasize specific products, changing the display once or twice a week to highlight new items. Make sure you have plenty of the product in stock if you place it on the mannequin.

Fashion Finds in Clothing and Work Wear



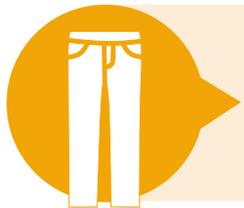
WESTERN WEAR

While this trend varies by community, cowboy boots, studded jeans, flashy belt buckles and western jewelry are popular among consumers who wear these items for both practical and fashionable purposes.



MULTICOLORED CAMOUFLAGE

In the past few years, the camouflage pattern has become a hot seller for retailers across the country. No longer just army green, the hottest prints come in pink, purple and white and are not only used for outdoor sporting activities, but also in making fashion statements.



BEDAZZLED JEANS

Jeans are a staple for many consumers, and both men and women are looking for the right pair to make a statement. Offer jeans with patterns on the back pockets to add a fashionable flare.



BOLD BIB OVERALLS

This work wear and outdoor clothing item has evolved. Bib overalls modern style is easier to move in, and they come in an even wider range of colors and patterns than ever before.



UNIQUE STANDOUTS

In addition to the trends spotted above, camouflage lingerie and store-branded apparel are some unique, top-selling items retailers identified. Also, retailers say they differentiate themselves by having a wide assortment of one type of product.