





















Wk 5 2020 Sales Recap by Store													
WTD													
	Sales							Margin					
	TY	Plan	LY	\$ Var to Plan	Var to Plan	\$ Var to LY	Var to LY	TY	LY	\$ Var to LY	Var to LY	TY GM %	LY GM %
Newport	\$2,514	\$5,723	\$5,542	-\$3,209	-56%	-\$3,028	-55%	\$1,989	\$4,205	-\$2,216	-53%	79.1%	75.9%
Atlanta	\$14,118	\$14,290	\$14,032	-\$172	-1%	\$86	1%	\$10,348	\$10,815	-\$467	-4%	73.3%	77.1%
Dallas	\$10,600	\$14,404	\$13,820	-\$3,804	-26%	-\$3,220	-23%	\$7,559	\$10,707	-\$3,148	-29%	71.3%	77.5%
Summit	\$26,112	\$17,389	\$16,919	\$8,723	50%	\$9,193	54%	\$18,766	\$12,912	\$5,854	45%	71.9%	76.3%
South Park	\$15,335	\$16,831	\$16,273	-\$1,496	-9%	-\$938	-6%	\$11,308	\$12,773	-\$1,465	-11%	73.7%	78.5%
Saddle Creek	\$9,485	\$9,431	\$9,134	\$54	1%	\$351	4%	\$7,255	\$7,083	\$172	2%	76.5%	77.5%
Houston	\$5,987	\$9,307		-\$3,320	-36%		#DIV/0!	\$3,918		\$3,918	#DIV/0!	65.4%	#DIV/0!
<b>Total Comp</b>	<b>\$78,164</b>	<b>\$78,068</b>	<b>\$75,720</b>	<b>\$96</b>	<b>0%</b>	<b>\$2,444</b>	<b>3%</b>	<b>\$57,225</b>	<b>\$58,495</b>	<b>-\$1,270</b>	<b>-2%</b>	<b>73.2%</b>	<b>77.3%</b>
<b>Total Retail</b>	<b>\$84,151</b>	<b>\$87,376</b>	<b>\$75,720</b>	<b>-\$3,225</b>	<b>-4%</b>	<b>\$8,431</b>	<b>11%</b>	<b>\$61,143</b>	<b>\$58,495</b>	<b>\$2,648</b>	<b>5%</b>	<b>72.7%</b>	<b>77.3%</b>
Fairhaven	\$15,546	\$12,724	\$12,428	\$2,822	22%	\$3,118	25%	\$8,459	\$7,329	\$1,130	15%	54.4%	59.0%
Orlando	\$42,628	\$41,135	\$40,315	\$1,493	4%	\$2,313	6%	\$22,487	\$24,070	-\$1,583	-7%	52.8%	59.7%
San Marcos	\$26,303	\$29,365	\$28,275	-\$3,062	-10%	-\$1,972	-7%	\$14,416	\$16,666	-\$2,250	-14%	54.8%	58.9%
West Palm	\$29,258	\$23,930	\$23,181	\$5,328	22%	\$6,077	26%	\$16,524	\$14,804	\$1,720	12%	56.5%	63.9%
<b>Total Outlet</b>	<b>\$113,735</b>	<b>\$107,154</b>	<b>\$104,199</b>	<b>\$6,581</b>	<b>6%</b>	<b>\$9,536</b>	<b>9%</b>	<b>\$61,886</b>	<b>\$62,869</b>	<b>-\$983</b>	<b>-2%</b>	<b>54.4%</b>	<b>60.3%</b>
<b>Total Comp</b>	<b>\$191,899</b>	<b>\$185,222</b>	<b>\$179,920</b>	<b>\$6,677</b>	<b>4%</b>	<b>\$11,979</b>	<b>7%</b>	<b>\$119,111</b>	<b>\$121,364</b>	<b>-\$2,253</b>	<b>-2%</b>	<b>62.1%</b>	<b>67.5%</b>
<b>Total Stores</b>	<b>\$197,886</b>	<b>\$194,530</b>	<b>\$179,920</b>	<b>\$3,356</b>	<b>2%</b>	<b>\$17,966</b>	<b>10%</b>	<b>\$123,029</b>	<b>\$121,364</b>	<b>\$1,665</b>	<b>1%</b>	<b>62.2%</b>	<b>67.5%</b>

WK 5 2020 KPI Recap															
WTD															
	KPIs														
	AUR	LY AUR	Var to LY	DPT	LY DPT	Var to LY	UPT	LY UPT	Var to LY	Conversion	LY Conv	BPS to LY	Traffic	LY Traffic	Var to LY
Newport	\$147.87	\$163.00	-9%	\$139.66	\$178.78	-22%	0.90	1.10	-18%	10.0%	14.0%	-396	182	222	-18%
Atlanta	\$155.15	\$173.23	-10%	\$196.09	\$230.03	-15%	1.30	1.30	0%	10.0%	9.1%	91	725	671	8%
Dallas	\$149.30	\$168.54	-11%	\$182.76	\$230.33	-21%	1.20	1.40	-14%	12.0%	12.3%	-30	480	488	-2%
Summit	\$155.43	\$158.12	-2%	\$215.80	\$192.26	12%	1.40	1.20	17%	29.0%	18.4%	1063	419	479	-13%
South Park	\$170.39	\$184.92	-8%	\$204.47	\$193.73	6%	1.20	1.00	20%	14.0%	12.8%	118	552	655	-16%
Saddle Creek	\$166.40	\$149.74	11%	\$178.96	\$217.48	-18%	1.10	1.50	-27%	22.0%	16.2%	578	239	259	-8%
Houston	\$136.07		#DIV/0!	\$146.03		#DIV/0!	1.10		#DIV/0!	23.0%		2300	180		#DIV/0!
<b>Total Retail</b>	<b>\$156.41</b>	<b>\$167.15</b>	<b>-6%</b>	<b>\$192.13</b>	<b>\$206.89</b>	<b>-7%</b>	<b>1.20</b>	<b>1.20</b>	<b>0%</b>	<b>16.0%</b>	<b>13.2%</b>	<b>281</b>	<b>397</b>	<b>462</b>	<b>-14%</b>
<b>YTD - Retail Comp</b>	<b>\$149.99</b>	<b>\$155.62</b>	<b>-4%</b>	<b>\$203.83</b>	<b>\$204.82</b>	<b>0%</b>	<b>1.40</b>	<b>1.30</b>	<b>8%</b>	<b>17.0%</b>	<b>15.2%</b>	<b>175</b>	<b>14549</b>	<b>13859</b>	<b>5%</b>
Fairhaven	\$91.45	\$105.32	-13%	\$178.69	\$191.20	-7%	2.00	1.80	11%	37.0%	20.8%	1623	238	313	-24%
Orlando	\$90.70	\$112.30	-19%	\$165.23	\$174.52	-5%	1.80	1.60	13%	24.0%	17.9%	607	1083	1288	-16%
San Marcos	\$76.91	\$113.10	-32%	\$177.72	\$173.47	2%	2.30	1.50	53%	23.0%	21.7%	127	652	750	-13%
West Palm	\$87.39	\$111.99	-22%	\$153.19	\$143.98	6%	1.70	1.30	31%	33.0%	26.7%	626	587	602	-2%
<b>Total Outlet</b>	<b>\$86.49</b>	<b>\$111.56</b>	<b>-22%</b>	<b>\$166.28</b>	<b>\$168.06</b>	<b>-1%</b>	<b>1.90</b>	<b>1.50</b>	<b>27%</b>	<b>27.0%</b>	<b>21.0%</b>	<b>600</b>	<b>640</b>	<b>738</b>	<b>-13%</b>
<b>YTD - Outlet</b>	<b>\$93.37</b>	<b>\$112.63</b>	<b>-17%</b>	<b>\$167.31</b>	<b>\$171.83</b>	<b>-3%</b>	<b>1.80</b>	<b>1.50</b>	<b>20%</b>	<b>26.0%</b>	<b>21.5%</b>	<b>449</b>	<b>13511</b>	<b>14379</b>	<b>-6%</b>

	MTD												
	Sales							Margin					
	TY	Plan	LY	\$ Var to Plan	Var to Plan	\$ Var to LY	Var to LY	TY	LY	\$ Var to LY	Var to LY	TY GM %	LY GM %
Newport	\$2,514	\$5,723	\$5,542	-\$3,209	-56%	-\$3,028	-55%	\$1,989	\$4,205	-\$2,216	-53%	79.1%	75.9%
Atlanta	\$14,118	\$14,290	\$14,032	-\$172	-1%	\$86	1%	\$10,348	\$10,815	-\$467	-4%	73.3%	77.1%
Dallas	\$10,600	\$14,404	\$13,820	-\$3,804	-26%	-\$3,220	-23%	\$7,559	\$10,707	-\$3,148	-29%	71.3%	77.5%
Summit	\$26,112	\$17,389	\$16,919	\$8,723	50%	\$9,193	54%	\$18,766	\$12,912	\$5,854	45%	71.9%	76.3%
South Park	\$15,335	\$16,831	\$16,273	-\$1,496	-9%	-\$938	-6%	\$11,308	\$12,773	-\$1,465	-11%	73.7%	78.5%
Saddle Creek	\$9,485	\$9,431	\$9,134	\$54	1%	\$351	4%	\$7,255	\$7,083	\$172	2%	76.5%	77.5%
Houston	\$5,987	\$9,307		-\$3,320	-36%	\$5,987	#DIV/0!	\$3,918		\$3,918	#DIV/0!	65.4%	
<b>Total Comp</b>	<b>\$78,164</b>	<b>\$78,068</b>	<b>\$75,720</b>	<b>\$96</b>	<b>0%</b>	<b>\$2,444</b>	<b>3%</b>	<b>\$57,225</b>	<b>\$58,495</b>	<b>-\$1,270</b>	<b>-2%</b>	<b>73.2%</b>	<b>77.3%</b>
<b>Total Retail</b>	<b>\$84,151</b>	<b>\$87,376</b>	<b>\$75,720</b>	<b>-\$3,225</b>	<b>-4%</b>	<b>\$8,431</b>	<b>11%</b>	<b>\$61,143</b>	<b>\$58,495</b>	<b>\$2,648</b>	<b>5%</b>	<b>72.7%</b>	<b>77.3%</b>
Fairhaven	\$15,546	\$12,724	\$12,428	\$2,822	22%	\$3,118	25%	\$8,459	\$7,329	\$1,130	15%	54.4%	59.0%
Orlando	\$42,628	\$41,135	\$40,315	\$1,493	4%	\$2,313	6%	\$22,487	\$24,070	-\$1,583	-7%	52.8%	59.7%
San Marcos	\$26,303	\$29,365	\$28,275	-\$3,062	-10%	-\$1,972	-7%	\$14,416	\$16,666	-\$2,250	-14%	54.8%	58.9%
West Palm	\$29,258	\$23,930	\$23,181	\$5,328	22%	\$6,077	26%	\$16,524	\$14,804	\$1,720	12%	56.5%	63.9%
<b>Total Outlet</b>	<b>\$113,735</b>	<b>\$107,154</b>	<b>\$104,199</b>	<b>\$6,581</b>	<b>6%</b>	<b>\$9,536</b>	<b>9%</b>	<b>\$61,886</b>	<b>\$62,869</b>	<b>-\$983</b>	<b>-2%</b>	<b>54.4%</b>	<b>60.3%</b>
<b>Total Comp</b>	<b>\$191,899</b>	<b>\$185,222</b>	<b>\$179,920</b>	<b>\$6,677</b>	<b>4%</b>	<b>\$11,979</b>	<b>7%</b>	<b>\$119,111</b>	<b>\$121,364</b>	<b>-\$2,253</b>	<b>-2%</b>	<b>62.1%</b>	<b>67.5%</b>
<b>Total Stores</b>	<b>\$197,886</b>	<b>\$194,530</b>	<b>\$179,920</b>	<b>\$3,356</b>	<b>2%</b>	<b>\$17,966</b>	<b>10%</b>	<b>\$123,029</b>	<b>\$121,364</b>	<b>\$1,665</b>	<b>1%</b>	<b>62.2%</b>	<b>67.5%</b>

	YTD												
	Sales							Margin					
	TY	Plan	LY	\$ Var to Plan	Var to Plan	\$ Var to LY	Var to LY	TY	LY	\$ Var to LY	Var to LY	TY GM %	LY GM %
Newport	\$31,117	\$43,020	\$41,652	-\$11,903	-28%	-\$10,535	-25%	\$22,524	\$31,009	-\$8,485	-27%	72.4%	74.4%
Atlanta	\$80,841	\$94,211	\$84,170	-\$13,370	-14%	-\$3,329	-4%	\$58,238	\$63,754	-\$5,516	-9%	72.0%	75.7%
Dallas	\$65,683	\$63,245	\$56,193	\$2,438	4%	\$9,490	17%	\$47,446	\$42,728	\$4,718	11%	72.2%	76.0%
Summit	\$123,237	\$116,403	\$105,870	\$6,834	6%	\$17,367	16%	\$87,429	\$80,593	\$6,836	8%	70.9%	76.1%
South Park	\$96,677	\$94,088	\$83,645	\$2,589	3%	\$13,032	16%	\$68,672	\$63,888	\$4,784	7%	71.0%	76.4%
Saddle Creek	\$74,750	\$66,264	\$61,253	\$8,486	13%	\$13,497	22%	\$55,036	\$46,202	\$8,834	19%	73.6%	75.4%
Houston	\$36,448	\$53,708		-\$17,260	-32%			\$25,330		\$25,330	#DIV/0!	69.5%	
<b>Total Comp</b>	<b>\$472,305</b>	<b>\$477,230</b>	<b>\$432,784</b>	<b>-\$4,925</b>	<b>-1%</b>	<b>\$39,521</b>	<b>9%</b>	<b>\$339,345</b>	<b>\$328,174</b>	<b>\$11,171</b>	<b>3%</b>	<b>71.8%</b>	<b>75.8%</b>
<b>Total Retail</b>	<b>\$508,753</b>	<b>\$530,939</b>	<b>\$432,784</b>	<b>-\$22,186</b>	<b>-4%</b>	<b>\$75,969</b>	<b>18%</b>	<b>\$364,675</b>	<b>\$328,174</b>	<b>\$36,501</b>	<b>11%</b>	<b>71.7%</b>	<b>75.8%</b>
Fairhaven	\$87,258	\$71,952	\$66,476	\$15,306	21%	\$20,782	31%	\$48,192	\$39,758	\$8,434	21%	55.2%	59.8%
Orlando	\$199,105	\$202,907	\$198,610	-\$3,802	-2%	\$495	0%	\$105,820	\$111,033	-\$5,213	-5%	53.1%	55.9%
San Marcos	\$142,637	\$132,793	\$127,742	\$9,844	7%	\$14,895	12%	\$78,006	\$74,334	\$3,672	5%	54.7%	58.2%
West Palm	\$160,932	\$141,501	\$138,653	\$19,431	14%	\$22,279	16%	\$87,601	\$83,397	\$4,204	5%	54.4%	60.1%
<b>Total Outlet</b>	<b>\$589,932</b>	<b>\$549,154</b>	<b>\$531,482</b>	<b>\$40,778</b>	<b>7%</b>	<b>\$58,451</b>	<b>11%</b>	<b>\$319,619</b>	<b>\$308,522</b>	<b>\$11,097</b>	<b>4%</b>	<b>54.2%</b>	<b>58.0%</b>
<b>Total Comp</b>	<b>\$1,062,237</b>	<b>\$1,026,384</b>	<b>\$964,265</b>	<b>\$35,853</b>	<b>3%</b>	<b>\$97,972</b>	<b>10%</b>	<b>\$658,964</b>	<b>\$636,696</b>	<b>\$22,268</b>	<b>3%</b>	<b>62.0%</b>	<b>66.0%</b>
<b>Total Stores</b>	<b>\$1,098,685</b>	<b>\$1,080,093</b>	<b>\$964,265</b>	<b>\$18,592</b>	<b>2%</b>	<b>\$134,420</b>	<b>14%</b>	<b>\$684,294</b>	<b>\$636,696</b>	<b>\$47,598</b>	<b>7%</b>	<b>62.3%</b>	<b>66.0%</b>

TY TOP 5 FULL PRICE FASHION COLLECTIONS WTD					WTD COLLECTION SELLING WEEK 5						
COLLECTIONS		Sales Qty	Net Sales	ST%	COLLECTIONS		Sales Qty	Net Sales	ST%	Net Sales	On Hand P1\$
Feline Ombre Melbourne		21	\$4,971	27.6%	Serendipity Melbourne		13	\$2,525	6.5%	96.9%	-47.7%
Shortbread Melbourne		13	\$2,273	9.3%	Tango Melbourne		11	\$2,387	8.1%	-4.8%	90.3%
Wonderland Melbourne		9	\$2,054	10.5%	Passion Fruit Melbourne		11	\$2,165	2.6%	-5.1%	-27.0%
Prowl Ombre Melbourne		8	\$2,049	13.1%	Lagoon Melbourne		11	\$1,821	12.0%	12.5%	-54.5%
Daydream Melbourne		6	\$1,439	2.8%	Honeycomb Melbourne		7	\$1,141	2.5%	26.2%	74.6%
		<b>57</b>	<b>\$12,786</b>	<b>9.9%</b>			<b>53</b>	<b>\$10,038</b>	<b>5.1%</b>	<b>27.4%</b>	<b>-2.6%</b>

TY TOP 5 VOLUME DRIVERS					LY TOP 5 VOLUME DRIVERS						
COLLECTION - STYLE		Sales Qty	Net Sales	ST%	COLLECTION - STYLE		Sales Qty	Net Sales	ST%	Net Sales	On Hand P1\$
Duxbury Satchel Ombre Melbourne - Feline		6	\$1,741	30.0%	Dartmouth Backpack - Pecan Melbourne		3	\$1,125	44.4%	55%	84%
Large Duxbury Satchel Melbourne - Wonderland		5	\$1,446	33.3%	Duxbury Satchel - Tango Melbourne		4	\$1,100	25.0%	31%	7%
Asher Ombre Melbourne - Feline		4	\$1,260	20.0%	Small Mallory - Lagoon Eckford		2	\$770	18.2%	64%	220%
Ady Wallet Ombre Melbourne - Feline		7	\$1,015	31.8%	Finley Carryall - Lagoon Melbourne		2	\$751	25.0%	35%	38%
Mini Quinn Ombre Melbourne - Feline		4	\$956	21.1%	Mini Asher - Serendipity Schulz		2	\$650	16.7%	47%	88%
		<b>26</b>	<b>\$ 6,417</b>	<b>54.2%</b>			<b>13</b>	<b>\$ 4,396</b>	<b>37.1%</b>	<b>46.0%</b>	<b>70.8%</b>