

Wk 6 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	\$3,151	\$5,861	\$5,675	-\$2,711	-46%	-\$2,525	-44%	\$2,317	\$4,365	-\$2,048	-47%	73.6%	76.9%
Atlanta	\$10,748	\$20,916	\$20,538	-\$10,168	-49%	-\$9,790	-48%	\$8,145	\$15,869	-\$7,724	-49%	75.8%	77.3%
Dallas	\$9,268	\$14,202	\$13,626	-\$4,934	-35%	-\$4,358	-32%	\$6,952	\$10,756	-\$3,804	-35%	75.0%	78.9%
Summit	\$14,829	\$21,146	\$20,574	-\$6,317	-30%	-\$5,745	-28%	\$11,204	\$16,057	-\$4,853	-30%	75.6%	78.0%
South Park	\$13,911	\$14,962	\$14,467	-\$1,051	-7%	-\$556	-4%	\$10,620	\$11,113	-\$493	-4%	76.3%	76.8%
Saddle Creek	\$8,077	\$11,063	\$10,715	-\$2,986	-27%	-\$2,638	-25%	\$6,161	\$8,137	-\$1,976	-24%	76.3%	75.9%
Houston	\$2,876	\$9,177		-\$6,301	-69%		#DIV/0!	\$2,202		\$2,202	#DIV/0!	76.6%	#DIV/0!
Total Comp	\$59,984	\$88,152	\$85,596	-\$28,167	-32%	-\$25,612	-30%	\$45,400	\$66,298	-\$20,898	-32%	75.7%	77.5%
Total Retail	\$62,860	\$97,328	\$85,596	-\$34,469	-35%	-\$22,736	-27%	\$47,602	\$66,298	-\$18,696	-28%	75.7%	77.5%
Fairhaven	\$15,432	\$15,414	\$15,055	\$18	0%	\$377	3%	\$8,527	\$9,467	-\$940	-10%	55.3%	62.9%
Orlando	\$42,838	\$52,378	\$51,333	-\$9,540	-18%	-\$8,495	-17%	\$23,275	\$29,497	-\$6,222	-21%	54.3%	57.5%
San Marcos	\$30,864	\$44,567	\$42,913	-\$13,703	-31%	-\$12,049	-28%	\$16,521	\$25,941	-\$9,420	-36%	53.5%	60.5%
West Palm	\$21,099	\$33,622	\$32,570	-\$12,522	-37%	-\$11,471	-35%	\$11,644	\$20,462	-\$8,818	-43%	55.2%	62.8%
Total Outlet	\$110,234	\$145,980	\$141,872	-\$35,747	-24%	-\$31,638	-22%	\$59,968	\$85,368	-\$25,401	-30%	54.4%	60.2%
Total Comp	\$170,218	\$234,132	\$227,468	-\$63,914	-27%	-\$57,250	-25%	\$105,367	\$151,666	-\$46,299	-31%	61.9%	66.7%
Total Stores	\$173,093	\$243,309	\$227,468	-\$70,215	-29%	-\$54,374	-24%	\$107,569	\$151,666	-\$44,097	-29%	62.1%	66.7%











WK 6 2020 KPI Recap

	WTD														
	KPI's														
	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	\$175.03	\$177.35	-1%	\$185.32	\$202.69	-9%	1.06	1.14	-7%	8.1%	13.0%	-487	210	216	-3%
Atlanta	\$191.93	\$172.59	11%	\$233.65	\$218.49	7%	1.22	1.27	-4%	7.3%	10.5%	-320	626	891	-30%
Dallas	\$197.20	\$168.22	17%	\$226.06	\$209.63	8%	1.15	1.25	-8%	8.3%	8.5%	-21	492	761	-35%
Summit	\$178.66	\$162.00	10%	\$221.33	\$212.11	4%	1.24	1.31	-5%	16.4%	19.5%	-314	409	497	-18%
South Park	\$198.73	\$170.20	17%	\$210.78	\$198.17	6%	1.06	1.16	-9%	13.4%	12.8%	60	508	571	-11%
Saddle Creek	\$164.84	\$153.08	8%	\$201.93	\$164.85	22%	1.23	1.08	14%	19.0%	20.4%	-142	211	319	-34%
Houston	\$159.75		#DIV/0!	\$239.63		#DIV/0!	1.50		#DIV/0!	6.7%			180		#DIV/0!
Total Retail	\$184.34	\$166.53	11%	\$217.51	\$202.83	7%	1.18	1.22	-3%	11.0%	13.0%	-193	377	543	-31%
YTD - Retail Comp	\$153.12	\$157.32	-3%	\$205.25	\$204.49	0%	1.34	1.30	3%	16.1%	14.8%	129	16019	17114	-6%
Fairhaven	\$81.65	\$106.02	-23%	\$155.88	\$183.60	-15%	1.91	1.73	10%	35.5%	26.7%	877	279	307	-9%
Orlando	\$84.66	\$113.07	-25%	\$161.05	\$179.49	-10%	1.90	1.59	20%	22.3%	18.8%	351	1194	1524	-22%
San Marcos	\$89.46	\$118.87	-25%	\$180.49	\$178.06	1%	2.02	1.50	35%	19.7%	16.7%	301	866	1440	-40%
West Palm	\$78.73	\$113.88	-31%	\$131.87	\$162.85	-19%	1.68	1.43	17%	35.4%	25.9%	953	452	773	-42%
Total Outlet	\$84.28	\$114.14	-26%	\$158.38	\$175.37	-10%	1.88	1.54	22%	24.9%	20.0%	493	698	1011	-31%
YTD - Outlet	\$91.81	\$112.94	-19%	\$165.84	\$172.57	-4%	1.81	1.53	18%	25.9%	21.2%	472	16302	18423	-12%

	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	\$5,664	\$11,585	\$11,217	-\$5,920	-51%	-\$5,553	-50%	\$4,307	\$8,570	-\$4,263	-50%	76.0%	76.4%
Atlanta	\$24,866	\$35,206	\$34,570	-\$10,340	-29%	-\$9,703	-28%	\$18,494	\$26,684	-\$8,190	-31%	74.4%	77.2%
Dallas	\$19,869	\$28,607	\$27,446	-\$8,738	-31%	-\$7,578	-28%	\$14,511	\$21,463	-\$6,952	-32%	73.0%	78.2%
Summit	\$40,941	\$38,535	\$37,493	\$2,405	6%	\$3,447	9%	\$29,970	\$28,969	\$1,001	3%	73.2%	77.3%
South Park	\$29,247	\$31,793	\$30,740	-\$2,546	-8%	-\$1,493	-5%	\$21,928	\$23,887	-\$1,958	-8%	75.0%	77.7%
Saddle Creek	\$17,562	\$20,494	\$19,850	-\$2,932	-14%	-\$2,288	-12%	\$13,416	\$15,220	-\$1,804	-12%	76.4%	76.7%
Houston	\$8,863	\$18,484		-\$9,622	-52%		#DIV/0!	\$6,120		\$6,120	#DIV/0!	69.1%	
Total Comp	\$138,148	\$166,220	\$161,316	-\$28,071	-17%	-\$23,168	-14%	\$102,625	\$124,792	-\$22,167	-18%	74.3%	77.4%
Total Retail	\$147,011	\$184,704	\$161,316	-\$37,693	-20%	-\$14,305	-9%	\$108,745	\$124,792	-\$16,048	-13%	74.0%	77.4%
Fairhaven	\$30,978	\$28,138	\$27,483	\$2,840	10%	\$3,495	13%	\$16,986	\$16,796	\$190	1%	54.8%	61.1%
Orlando	\$85,466	\$93,513	\$91,648	-\$8,047	-9%	-\$6,182	-7%	\$45,762	\$53,567	-\$7,805	-15%	53.5%	58.4%
San Marcos	\$57,167	\$73,932	\$71,189	-\$16,765	-23%	-\$14,022	-20%	\$30,937	\$42,608	-\$11,671	-27%	54.1%	59.9%
West Palm	\$50,358	\$57,552	\$55,751	-\$7,194	-12%	-\$5,393	-10%	\$28,168	\$35,266	-\$7,099	-20%	55.9%	63.3%
Total Outlet	\$223,969	\$253,134	\$246,071	-\$29,166	-12%	-\$22,102	-9%	\$121,853	\$148,237	-\$26,384	-18%	54.4%	60.2%
Total Comp	\$362,117	\$419,354	\$407,387	-\$57,237	-14%	-\$45,270	-11%	\$224,478	\$273,030	-\$48,552	-18%	62.0%	67.0%
Total Stores	\$370,980	\$437,838	\$407,387	-\$66,859	-15%	-\$36,408	-9%	\$230,598	\$273,030	-\$42,432	-16%	62.2%	67.0%

	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	\$34,267	\$48,882	\$47,327	-\$14,614	-30%	-\$13,060	-28%	\$24,842	\$35,374	-\$10,532	-30%	72.5%	74.7%
Atlanta	\$91,589	\$115,127	\$104,708	-\$23,538	-20%	-\$13,119	-13%	\$66,384	\$79,623	-\$13,239	-17%	72.5%	76.0%
Dallas	\$74,951	\$77,447	\$69,819	-\$2,496	-3%	\$5,132	7%	\$54,398	\$53,484	\$915	2%	72.6%	76.6%
Summit	\$138,066	\$137,549	\$126,445	\$517	0%	\$11,621	9%	\$98,633	\$96,651	\$1,983	2%	71.4%	76.4%
South Park	\$110,588	\$109,050	\$98,112	\$1,538	1%	\$12,476	13%	\$79,292	\$75,001	\$4,291	6%	71.7%	76.4%
Saddle Creek	\$82,827	\$77,328	\$71,969	\$5,500	7%	\$10,859	15%	\$61,196	\$54,339	\$6,857	13%	73.9%	75.5%
Houston	\$39,323	\$62,885		-\$23,562	-37%			\$27,532		\$27,532	#DIV/0!	70.0%	
Total Comp	\$532,289	\$565,382	\$518,380	-\$33,093	-6%	\$13,909	3%	\$384,746	\$394,472	-\$9,726	-2%	72.3%	76.1%
Total Retail	\$571,612	\$628,267	\$518,380	-\$56,655	-9%	\$53,232	10%	\$412,278	\$394,472	\$17,805	5%	72.1%	76.1%
Fairhaven	\$102,690	\$87,366	\$81,532	\$15,324	18%	\$21,159	26%	\$56,719	\$49,226	\$7,493	15%	55.2%	60.4%
Orlando	\$241,943	\$255,285	\$249,944	-\$13,342	-5%	-\$8,001	-3%	\$129,094	\$140,530	-\$11,436	-8%	53.4%	56.2%
San Marcos	\$173,501	\$177,361	\$170,655	-\$3,860	-2%	\$2,846	2%	\$94,527	\$100,275	-\$5,748	-6%	54.5%	58.8%
West Palm	\$182,031	\$175,123	\$171,223	\$6,908	4%	\$10,808	6%	\$99,245	\$103,859	-\$4,614	-4%	54.5%	60.7%
Total Outlet	\$700,165	\$695,135	\$673,353	\$5,031	1%	\$26,812	4%	\$379,586	\$393,890	-\$14,305	-4%	54.2%	58.5%
Total Comp	\$1,232,454	\$1,260,516	\$1,191,733	-\$28,062	-2%	\$40,721	3%	\$764,331	\$788,362	-\$24,031	-3%	62.0%	66.2%
Total Stores	\$1,271,777	\$1,323,402	\$1,191,733	-\$51,624	-4%	\$80,044	7%	\$791,863	\$788,362	\$3,501	0%	62.3%	66.2%

TY TOP 5 FULL PRICE FASHION COLLECTIONS WTD					WTD COLLECTION SELLING WEEK 6						
TY TOP 5 FULL PRICE FASHION COLLECTIONS WTD					TY TOP 5 FULL PRICE FASHION COLLECTIONS WTD						
COLLECTIONS		Sales Qty	Net Sales	ST%	COLLECTIONS		Sales Qty	Net Sales	ST%	Net Sales	On Hand P1\$
Wonderland Melbourne		14	\$3,209	17.1%	Passion Fruit Melbourne		17	\$2,837	6.5%	13.1%	-47.4%
Feline Ombre Melbourne		9	\$2,195	12.7%	Pearl Melbourne		15	\$2,829	8.1%	-22.4%	-27.1%
Prowl Ombre Melbourne		6	\$1,941	9.7%	Tango Melbourne		11	\$2,397	2.6%	-19.0%	-21.4%
Aquarius Melbourne		9	\$1,699	5.6%	Honeycomb Melbourne		11	\$2,375	12.0%	-28.5%	20.4%
Reverie Melbourne		5	\$1,211	4.1%	Serendipity Melbourne		11	\$2,088	2.5%	-42.0%	-19.1%
		43	\$10,253	8.6%			65	\$12,525	5.1%	-18.1%	-18.5%

TY TOP 5 VOLUME DRIVERS					LY TOP 5 VOLUME DRIVERS						
TY TOP 5 VOLUME DRIVERS					TY TOP 5 VOLUME DRIVERS						
COLLECTION - STYLE		Sales Qty	Net Sales	ST%	COLLECTION - STYLE		Sales Qty	Net Sales	ST%	Net Sales	On Hand P1\$
Large Duxbury Satchel - Wonderland Melbourne		9	\$2,616	64.3%	Large Duxbury Satchel - Pecan Melbourne		5	\$1,475	44.4%	77%	-67%
Large Amelia - Prowl Ombre Melbourne		3	\$1,001	16.7%	Business Tote - Black Melbourne		3	\$1,185	25.0%	-16%	-46%
Duxbury Satchel - Feline Ombre Melbourne		3	\$885	15.8%	Large Duxbury Satchel - Multi Salinger		3	\$1,065	18.2%	-17%	45%
Mini Francine - Daydream Lilium		2	\$850	28.6%	Sevi - Pecan Melbourne		3	\$975	25.0%	-13%	55.4%
Misha - Reverie Melbourne		2	\$730	28.6%	Katie - Passion Melbourne		5	\$936	16.7%	-22%	162%
		19	\$ 6,081	46.3%			19	\$ 5,636	46.3%	7.9%	31.4%