



# Struttin' Your Stuff

Casual elegance achieved with flip flops and beach bags

by Amy Lorenzen

From point of placement to deftness in display, flip flop and beach bag manufacturers share suggestions on how to increase business.



## Beach bag bulletin

"It has to be at eye level to make a statement," says Cheryl Schaefer, president of Sunny Hawaii. Beach bags can be an impulse item, so retailers should place them up high in their stores. "People want to test drive them," she says.

Beach bags should be situated in high-traffic areas, says Joanne Cox, sales director for Woodland Imports. "I think they do even better when they're stuffed with tissue," she says, adding the technique allows the bags to "hold a lot and that's what we want them to see."

Stuffing makes the bags stand sturdy on their own, which is better for shelf displays. "If they're just laid on a shelf, they're not going to go," Cox says.

Each Woodland Imports beach bag comes with a matching cell phone caddy. "I also think if they stuff the phone caddy, it makes a huge difference," Cox adds.

It's a competitive market and retailers can profit by getting a better understanding of how to maximize business, says Barbra Musial, vice president of sales and marketing for Eric Javitz. Reorder immediately if a product sells out, and know what you're looking for in special orders. "If you sell two out of two pieces and you have none, wouldn't you want to own more of what you sold?" she asks.

Judith Peters, the owner and designer of Judith Peters Design, adds, "If you have window space, bags are very eye-catching from outside the store." Peters' company's creations sell best when all four colors are displayed: light blue, yellow, black and pink. But keep an eye out for aqua, the newest color to be added to the company's collection.



Sunny Hawaii

Judith Peters Design

Woodland Imports

photo by Myles Ashby

## Tip-off on flip flops

Retailers should consider constructing their flip flop forum in a come-and-get-me composition. "They should make a statement," says Dror Zipken, president of Dizzy Inc. Whether it's screaming or subtle, flip flop manufacturers know what message they want sent to their clientele.

"What has worked the best – and we have found this over and over again – is when they use the Havaianas rack," says Kerri Sengstaken, marketing director and co-owner of StyleWest U.S. Distribution. Manufacturers commonly donate display racks with company logos to retailers who then don the racks with the product. "This way people can see the array of colors."

Flojos uses display racks with the company logo to express mega mojo. "It gives the retailer a place to hang everything instead of letting it get lost on the wall," says Flojos' customer support specialist Jenna Eichermueller. Additionally, by using hang tags and stickers, retailers can continue to get the manufacturers' monogram out there. "It gives an overall image and theme, where otherwise they might get lost with the other sandals," she explains.

"Sandals need to be clearly merchandised on a rack," Sengstaken continues. Furthermore, techniques, such as presenting a pair next to a matching outfit adds substance to the overall look, potentially leading to greater sales.