

## Long-Lasting Negative?

**L**ike the mass apparel market, the equine world is being flooded with garments billed as “stain-resistant,” “built to last,” “always new” or similar descriptions.

But now analysts are beginning to ask whether clothing that lasts months or even years longer than before might not be counter-productive to manufacturers, and eventually retailers, down the line.

Nanotechnology has produced a unique way of processing fabric, allowing traditional cotton and silk fabrics to resist spills that would normally ruin clothing, and also repel liquid, resist wrinkles, dry faster and breath. The technology changes the molecular structure of the fabric rather than acting as a topical treatment that may wash away in a brief period.

The popularity of the high tech materials is obvious from the number of manufacturers beginning to utilize them, but the concern that consumers buying clothing less often might have a dampening affect for manufacturers and retailers lingers. One analyst suggested the trend may mean manufacturers will be forced to introduce increasing numbers of styles to produce profitable sales numbers.

## To Tell the Truth

**B**e careful what you claim in your advertising, there's probably someone out there willing to go to extreme lengths to hold you to the spirit and intent of your business practices.

That's what Bloomingdales discovered recently when the mega-retailer was sued over advertising for a shoe sale. Bloomingdales copy touted 35 to 40 percent off shoes in its “enormous” fall collection. Turns out only a handful of shoes in the collection were sale-priced.

The suit, filed by a lawyer whose wife was miffed by the perceived slight, alleged “misleading, deceptive and unfair statements and omissions.” The plaintiffs were also pursuing class action status for the suit.

Apparently “enormous” means different things to different people.

## Airport Shopping Up

**I**f you've considered expansion to a second or third location, you may want to see what's available for space at your closest large airport. According to a report in the *Atlanta Business Chronicle*, retailers in airports are flying high, particularly at Atlanta's Hartsfield-Jackson International.

The growing number of passengers flying, coupled with the amount of “dwell time” travelers spend in the airport after clearing security means a surge in shopping activity.

One industry analyst estimates airport retailers will see 5 to 10 percent growth during the next couple years. And, sales spike when poor weather causes delays and flight cancellations. ☐

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