

Attracting Youngsters

Not Just Child's Play For Retailers

Who will be your customer 20 years from now?



[1]
Contura Equestrian
Fashion Jewelry

By Paul Wahl, Editor

Six Areas That Can Boost Your Children's Section

There's a reason why major malls across the country and fast-food outlets, such as McDonalds, have play areas for children. It makes these locations attractive. People spend time in these spots—and, more importantly, they spend money.

Today's youngsters are extremely computer oriented. Their idea of shopping is often clicking on a Web site, browsing and making their selections. If your future is invested in the success of a brick-and-mortar store, you have your work cut out for you, trying to convince the younger set to come, touch and feel and then buy from you.

For Baby Boomers and their offspring, shopping is not generally linked with an Online experience. While no one believes all retail will eventually be conducted through a computer, nearly everyone agrees that creating a unique shopping experience will be more important than ever.

Success in attracting children begins with having the items that will pique their interest.

[1] **Jewelry**—Take a cue from big-box retail. Selling jewelry to young teen and preteen girls is a huge source of revenue. Since these girls most often fall into the "horse crazy" category, that should be your primary emphasis.

Charms that fit neatly into the popular bracelets with everything from horse heads to stirrups on them would dovetail neatly with other selections for this age group.

Basically, any jewelry that offers high value and a unique look will benefit nearly any retail operation.

Besides charms, retailers can choose from equine theme pendants, earrings, pins, bracelets and bangles. Watches are also generally available in equine themes.

The Cotura Equestrian Fashion Jewelry line from CCI features styles created especially for the preteen and teen market. Colorful enamels (pink, turquoise and bright blue) are added to delicate horse designs sized for small wrists and necks. Each piece is displayed in a custom silver holographic paper gift box with a white satin insert.
www.ccibrands.com

While it's less practical for an equine retailer to create a Playland concept or offer large climbing structures, there are numerous things that can bring the under-18 crowd through the door.

Making your store child friendly and a place where children love to visit—and bring their parents—is more important today than it ever has been.

