

Nobody Likes Leftovers, Especially When It Comes to Fashion



Waiting for sales



Losing sales



Encouraging sales

Sunglasses are a fashion item and a form of eye protection. When the display rack is kept clean, has at least two mirrors, and doesn't look picked over, the display can be a steady, year-round source of revenue. Here are a few tips to keep the revenue flowing:

- Assign a staff member to maintain the rack's appearance and inventory regularly.
- Avoid the "picked over" look by moving glasses to the top of the rack.
- Have at least two easy-to-find mirrors either on or near the display.
- Reorder before the hangers are 20 percent empty.
- Recognize ugly when you see it. Save slower moving sunglasses for a Halloween sale and keep your display updated with the latest styles.
- When possible, position the sunglasses display near the sun care products and display a clip strip of lip balm on or near the rack.
- ADD A SIGN! Example: "Keep your eyes healthy! Protect them from harmful UV rays."
- Make note of styles that are selling well; are you selling more colorful, sport-themed glasses or classic black frame sunglasses? More women's or men's styles?
- Consider whether it's time to add specialty glasses, such as children's glasses or glasses that wrap around the temples.

-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing, NCPA's Front-End Overhaul