

in
CRÉATIONS LINGERIE
Ausgabe No 160
verk. Auflage ca. k.A.
Reichweite ca. Mio. k.A.



Les ventes croisière (livraisons de novembre à février) représentent 50 % du chiffre d'affaires de Sunflair.

The cruiser sales (that is to say items delivered from November to February) represent 50% of the turnover of Sunflair.

En France, d'après l'IFM, même si 85 % des achats de maillots se font entre avril et septembre, l'hiver représente 15 % des volumes (ici, modèle Sunflair).

According to the French Fashion Institute (IFM), even if 85% of the swimsuits are sold in France from April to September, winter time nevertheless represents 15% of the sales (here is a model from Sunflair)

There's life for the swimsuit in winter!

Winter is not generally the best season for swimsuit sales. And yet customers looking for this product from the first chills have everything a luxury boutique might appreciate: they are very attentive to quality, allocate a higher budget than in the summer and are easily tempted by accessories and beachwear.

For some, the swimsuit is already a necessary evil in summer. So from there it's

a huge leap to stocking in winter too! However, swimsuit sales, known as 'cruisers' because they're delivered to stores from November, force us to take a second look at the market under a different light. As (almost) all swimsuit specialists that we interviewed agreed on one thing: the average budget of a winter sale is higher than that of a summer sale. Alain Kwiatkowski, CEO of Kiwi, is the only one to inform us that the average budget spent in winter time is €100 (while it's €150 in summer time). Jens Ehrhardt, CEO of Adolf Riedl (brands Sunflair, Opéra, Sunmarin, Olympia) thinks that customers spend around 20% more than in

summer for their swimwear purchases. In other stores, such as the large Parisians, they are not mistaken: Galeries Lafayette Haussmann have had a swimwear range all year round for a long time, and Printemps Haussmann, after having removed this line, have just relaunched it for this winter.

BEACHWEAR

CRÉATIONS LINGERIE • N°160 • Novembre-décembre 2009/Janvier 2010