

# FOOTWEAR INSIGHT

TRENDS, PERSPECTIVE & ANALYSIS • A FOOTWEAR NEWS PUBLICATION

CASUAL

## Spring '14 Checklist

Analyzing the Little Details that Bring Big Sales Numbers.

**B**uying for your stores for this coming spring is as much an art as it is science. Color, texture and design. That's the art part. The science will focus on analyzing consumer trends, trying to make sense of this past spring's numbers and figuring out what you can sell that will make you money and keep the lights burning bright for seasons to come. In order to make your job easier, *Footwear Insight* has prepared this handy check list. Any shoe that can garner multiple checks is certainly worthy of consideration. Take out your pencils and press hard on your favorite choices.

1 ✓

**Newness**  
The customer wants fresh and different. That has been made clear. And spring offers an array of fresh colors, materials and swing out styles from established brands. Walking shoes from Dansko, affordable fashion from Crocs, strappy sandals from Hush Puppies. Playing it safe will not pay the bills. The bolder the better, we say.

2 ✓

**Priced to Sell**  
Consumers do not yet trust the economy, so any shoe purchase will need to be earned in terms of value. \$140 running shoes? Sure, if the performance is there. Strappy sandals at \$160? Absolutely, if the style, versatility and comfort are there. And there is something to be said for affordable fashion. Between \$80 to \$100 remains the sweet spot there. And come spring that spot could be sweeter than ever.

3 ✓

**Color to Coordinate**  
Casual shoes are an accessory, which means trends are driven by what people are wearing on their legs. There has been an explosion in color in casual pants, which has driven two footwear trends. Vivid colors like purples and greens have been in vogue and there's also been a move toward more sedate colors, especially when the design is a more adventurous. Winning shoe departments will cover both bases for Spring '14.

4 ✓

**Other Boxes to Check?**  
Retro styles from the key brands are seen as safe purchases by consumers. The purchase will be as comfortable as the shoes. We also like men's tailored style for women's footwear. It's a good look with some staying power.



Aetrex Ballet Flats with Removable Lynco orthotic footbeds



Dansko Dana from the Pasadena Collection



Taos Party in Powder



Hush Puppies Cores Sling



Dr. Scholl's Selma Wedge

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Vivobarefoot Men's One



Vivobarefoot Men's RA



Olukai Men's Honolulu Lace Mesh



Merrell Jungle Moc Lace



Birkenstock Freestyle Milos Classic Camo



Birkenstock Haldi in Watercolor Litec



Ecco Women's Lagoon



Taos Untopia in Rose