



**CREATING IMPACT &  
DRIVING REVENUE IN THE  
FOOTWEAR INDUSTRY  
MAKING YOUR MARK IN THE USA**

# TRENDS & PREDICTIONS

# DID YOU KNOW?

According to Nielsen Measurement Services, Footwear is the third largest market segment for consumers (just behind Video Games and Small Appliances) - and grew +7.3% in 2018, accounting for \$73.7B.

## AMERICANS BY THE NUMBERS

### \$376.4B

BY FAMILY, AMERICANS SPEND MORE THAN \$374.B ON NEW CLOTHES & SHOES A YEAR.  
(Based on \$73.7B figure)

### \$245

THE AVERAGE PRICE PAID PER PAIR OF SHOES AT RETAIL IS \$245

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EACH YEAR EVERY MAN, WOMAN & CHILD PURCHASES AN AVERAGE OF...

### 68 GARMENTS & 8 PAIRS OF SHOES

(Spending more than \$1,171 each)

THIS YEAR, IN TOTAL, AMERICANS PURCHASED

### 20.4B GARMENTS & 2.5B PAIRS OF SHOES



# THE U.S. CONSUMER



## BABY BOOMERS

(55 AND UP)

BABY BOOMERS  
CONTROL OVER:

**50%**

OF ALL CONSUMER  
SPENDING

**2/3**

OF BABY BOOMERS  
ARE SHOPPING ONLINE



## GENERATION X

(EARLY 30'S - MID 50'S)

GEN X'ERS SPEND  
MORE THAN:

**\$6K**

ON FASHION ACCESSORIES

**\$23K+**

ON CLOTHING

GEN X'ERS SPEND  
THE MOST ONLINE

**15%**

MORE THAN MILLENNIALS



## MILLENNIALS

(TEENS - LATE 20'S)

THERE ARE:

**80M**

MILLENNIALS & THEY SHOP!

**53%**

ARE SHOPPING WEEKLY  
(BUYING APPAREL THE MOST)

**5B+**

SHOPPING VISITS PER YEAR



## GENERATION Z

(PRE-TEENS & BELOW)

30M U.S. TEENS, AGE  
13-19, WIELD

**\$200B**

IN SPENDING POWER

**12%**

USE TABLETS MULTIPLE  
TIMES A DAY

**76%**

SPEND MONEY ON  
THEMSELVES

(VS. SAVING IT, FOR OTHERS OR  
FOR CHARITY)



# GEN Z

- Gen Z consumers will account for 40% of all consumers globally by 2020
- Instagram is more influential than the runway. Instagram helps 80% of user decide whether to buy a product or service
- Gen Z Shoppers are the most likely to buy an item and be influenced to buy when they see it on social media (25%) and (25%) of the shoppers when it trending and selling out online
- 95% of Gen Z consumers report visiting a shopping center as they are still looking for an in-person experience that doesn't exist online. The key for retailers success is to merge the virtual and the reality.



# OMNI-CHANNEL STORY



**WEBSITE**  
TELLS THE STORY



**FACEBOOK**  
SHARES THE STORY



**VIDEOS**  
DEMONSTRATES  
THE STORY



**TWITTER**  
CONSTANT  
COMMUNICATION



**INSTAGRAM**  
VISUALIZES  
THE STORY



**BLOGS**  
GROWS THE STORY

# CLICKS TO BRICKS

ONCE ONLY  
AVAILABLE ON A  
DIGITAL PLATFORM,  
NOW MOVING OFFLINE.

**amazon**

PLANNED RETAIL LOCATIONS ACROSS THE US

**JUSTEAB™**

3,000 SQ. FT. STORE IN GLENDALE, CALIF.

**Google**

SITE SELECTION IN NYC NOW

**SHOPBOP**

FIRST RETAIL LOCATIONS IN NEW YORK

**swim●spot**

SEVEN SOUTHERN CALIFORNIA LOCATIONS;  
ONE STORE IN HAWAII

**BONOBOS**

11 U.S. RETAIL LOCATIONS;  
ONE RECENTLY OPENED ON LA BREA.

**WARBY PARKER**  
eyewear

50+ U.S. RETAIL LOCATIONS;  
2 RETAIL STORES IN CANADA.

# RETAIL CHANNEL OPPORTUNITIES IN THE U.S.

## DEPARTMENT STORES

BERGDORF  
GOODMAN

JCPenney

Dillard's

NORDSTROM

BARNEYS  
NEW YORK

Neiman Marcus

belk

★ macy's

Saks Fifth Avenue  
Vince & Thomas

## DISCOUNT RETAILERS

THE OUTNET

the outlet store  
bloomingdale's

ROSS  
DRESS FOR LESS

Saks Fifth Avenue  
OFF 5TH

Marshalls

TJ-maxx

★ macy's  
backstage

NORDSTROM rack

## ONLINE RETAILERS

HAUTELOOK

SHOPBOP

REVOLVE

amazon

Rue La La

SHOES.COM  
EST. 1996

Zappos  
POWERED by SERVICE

Bluefly.



STITCH FIX

ASOS

GILT  
G R O U P E

## FAST FASHION

TOPSHOP

JUST FAB™

bebe

TOPMAN

FOREVER 21

informamarkets



# RETAIL CHANNEL OPPORTUNITIES IN THE U.S.

## CHAIN STORES



ANTHROPOLOGIE

URBAN OUTFITTERS

## SPORTING GOODS



## MASS RETAILERS

## FAMILY FOOTWEAR



SHOE SHOW

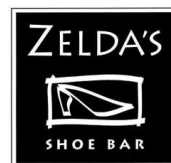


SHOE CARNIVAL



KOHL'S

## INDEPENDENT



CHUCKIES  
NEW YORK



THE TANNERY  
style you live in.

KITH

AMERICAN RAG CIE

Eddie Bauer



ALDO

EST. 1892  
Abercrombie & Fitch  
NEW YORK

Julian Gold



SINCE 1940  
TIPTOP SHOES





# ONLINE SHOPPING TRENDS

**\$735B**

Online shopping predicted to surpass \$735B in 2023.

**230M**

By 2021, it is predicted that there will be 230M digital shoppers in the U.S.

**36%**

Retailer revenue generated via mobile increased 5% vs. last year. Predicted to be up 53.9% by 2021.

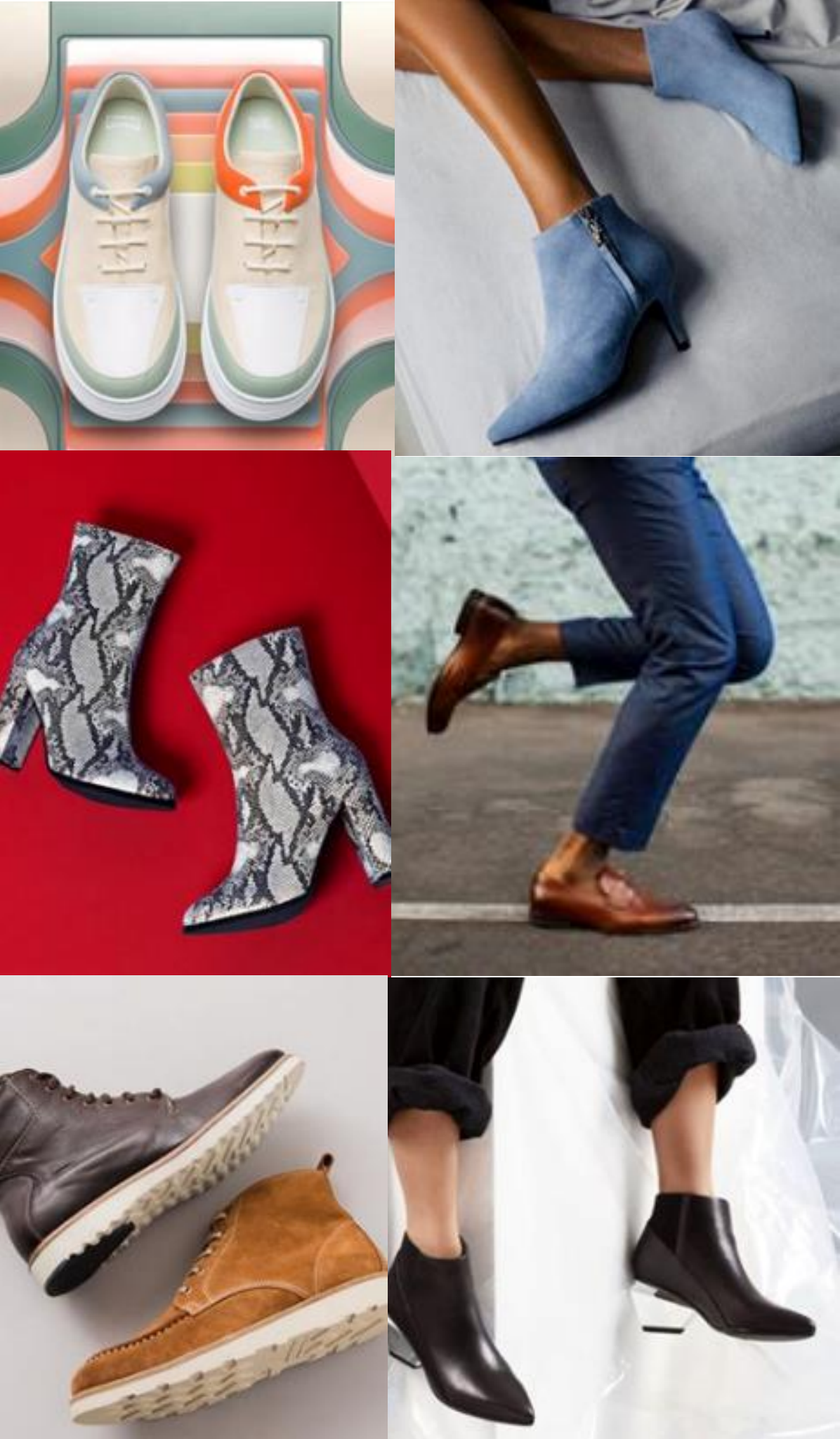
## OMNI CHANNEL RETAILING

more and more retailers are taking an omni-channel approach. consistent, seamless and convenient brand exposure across each shopping channel.

(i.e, brick & mortar, mobile, digital, tv, radio, direct mail, catalog)

source: statista.com





# DIGITAL MARKETING

Like other industries, the footwear industry's retail landscape has changed. Top priorities include how to adapt to rapidly changing consumer demands and how to develop speed to market strategies. Amid these changes brands and retailers survive and thrive from the use of innovative and robust strategies to online and via numerous marketing channels.

**MEDIUMS:**

- Search engines (SEO)
- Website
- Social media
- Mobile apps
- Email

**BENEFITS:**

- Has global reach
- Can be targeted toward a broad or very specific audience
- Roi is measurable

**OTHER MEDIUMS:**

- Print
- Marketing (traditional)
- Direct Mail





# SUSTAINABILITY

- Today's consumers are focused on sustainability
- 72% of consumers would be interested in buying a product made entirely/ partial from recycled materials
- 66% of consumers say it's important for brands to take a public stand on social + environmental issues.
- 94% of the market surveyed believe companies should help address social and environmental issues .  
You will be a dinosaur unless your able to show transparency on how things are made and where they are coming from. (via Cone Communications)



# CASE STUDY: KIZIK SHOES



“THE PHYSICAL  
STORE WILL BE  
THE MOST  
POWERFUL &  
EFFECTIVE  
MEDIA  
AVAILABLE  
TO THE  
BRAND.”

**DOUG STEPHENS**  
*FOUNDER,  
RETAIL PROPHET*



## BRICK-AND-MORTAR RETAIL IS ALIVE

### **APOCALYPSE NOT! BRICK-AND-MORTAR RETAIL IS NEITHER DEAD OR DYING**

Frozen food didn't kill the restaurant. Telephones didn't kill human interaction. And ecommerce won't kill brick-and-mortar retail. That's I brands CEO and chairman Les Wexner's theory.

He said it's not Amazon's fault for siphoning off mall traffic. It's the clothing chains themselves. Wexner claimed that fashion brands become their own undoing when their products are no longer compelling or their store environment is no longer enticing and they don't make the effort to change what they're selling or doing.

Wexner argued that smartphone-driven shopping will not be the "new norm." In fact, he believes the technology has already peaked. People go to malls to socialize, not just to shop, he said (apparently, he's also banking on smartphones not killing human interaction altogether before their popularity declines).



# SOCIAL MEDIA EXPLAINED

## FACEBOOK

Builds brand community and awareness

## INSTAGRAM

Used to share visually appealing content and depict the lifestyle of your brand

## LINKEDIN

Helps you cultivate business connections and relationships

## TWITTER

Timely, of the moment reaction to things

## YOUTUBE

Where an audience goes to be entertained or educated

## PINTEREST

Where one goes to search and find inspiration

# HOW TO APPROACH SOCIAL MEDIA MARKETING

**APPLYING THESE TECHNIQUES TO YOUR BUSINESS MODEL IS ESSENTIAL.**

1. SOCIAL MEDIA PLATFORMS
2. SOCIAL MEDIA CONTENT & STRATEGY

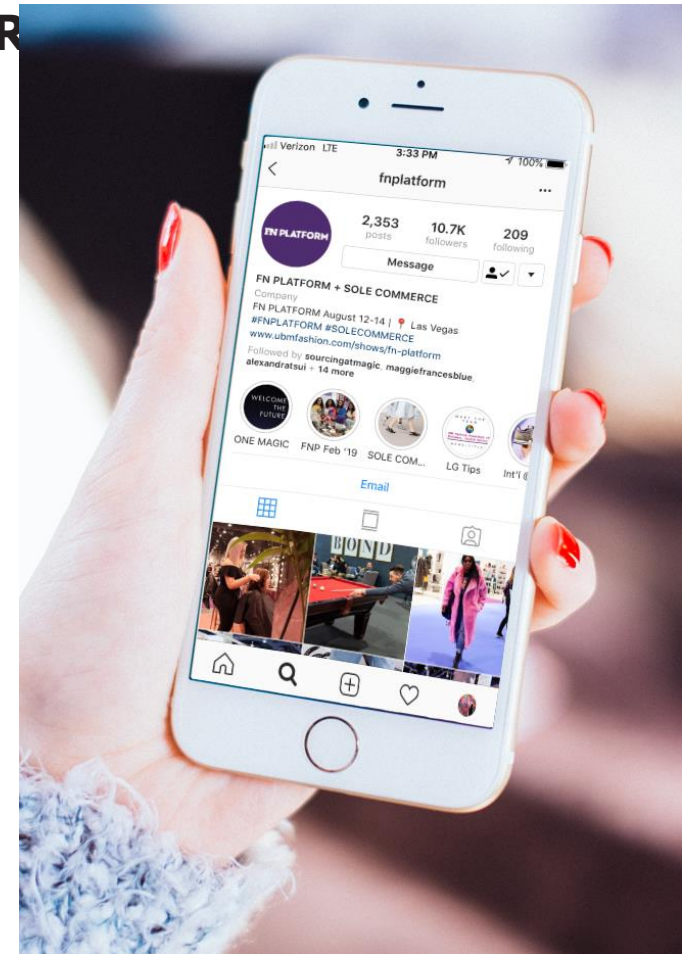
## BRAND EXTENSIONS

Facebook and Instagram are the two platforms most used by marketers.

What Type Of Content Does Your Business Share On Social Media?

## IMAGES ARE THE MOST SHARED TYPE OF CONTENT ON SOCIAL MEDIA

- IMAGES – 95%
- LINKS – 85%
- WRITTEN – 80%
- VIDEO – 70%
- GIFs – 36%
- AUDIO – 10%



# TIPS & TRENDS





# TIPS & TRENDS

## **YOU CAN STILL CHOOSE BRICK-AND-MORTAR**

According to the latest U.S. Census bureau, e-commerce still accounts for less than 10% of overall retail sales. This means the consumers are still doing much of their shopping in stores.

## **ADAPT TO DIGITAL PAYMENT OPTIONS**

Digital payment options, like Afterpay, Quadpay, Klarna and Affirm, that allow consumers to split up payments are the way of the future.

## **SEGMENTS THAT ARE SELLING**

Travel footwear that are lightweight, comfortable and waterproof are a popular trend as well as lightweight, breathable, odor-resistant and machine washable items. Another top trend is the customization and personalization of items.

## **TELL YOUR STORY**

Consumers today gravitate to “the story” of a brand. Reach consumers by sharing what makes your brand A standout and by identifying A connection. Innovative alternative materials trending as a result of the movement towards sustainable fashion and socially conscious brands.

## **GET SOCIAL & STAY INFLUENTIAL**

Influencer marketing is becoming a vital asset for any business. Increase loyalty and exposure across social media, particularly Instagram and Facebook. Try working with influencers to amplify reach to new and existing consumers.

## **MAKE MILLENNIALS YOUR BEST FRIENDS**

By 2020 millennials are expected to spend \$1.4 trillion per year (which accounts for 30% of total retail sales).





# CONNECTING WITH U.S. RETAILERS

## WHAT WILL INCENTIVIZE RETAILERS TO WORK WITH INTERNATIONAL BRANDS?

1. Company name
2. Length of time in business
3. Principle contact (name, phone, email, physical address of the company and website)
4. Shipping plan from factory to USA
5. Landed pricing
6. Name of retailers the brand is currently working with
7. Popular producers the brand is known for & price range (meaning are you better at boots or sandals as an example)
8. Minimums
9. Lead times – initial buy & fill ins (re-orders)
10. Payment terms





# HOW TO SUCCEED

## **SURF COMPETITORS WEBSITES**

Look for lists of retailers they are selling.

## **PERSONALIZE COMMUNICATION**

Write hand written notes with photos of your best selling shoes to retailers.

## **PARTICIPATE AT INDUSTRY EVENTS IN THE USA**

Network- push to meet new people from both sides of the aisles at a show. Footwear is an industry who helps itself and others.

## **INDUSTRY ORGANIZATIONS**

- **Two Ten Footwear Foundation** has been supporting and uniting America's footwear industry since Depression-era 1939.
- **Footwear Distributors And Retailers Of America (FDRA)** was founded in 1944, a trade organization that serves its members through training, sourcing and much more.
- **American Apparel And Footwear Association (AAFA)** is a trusted public policy and political voice of the apparel and footwear industry, representing retailers and manufacturers.
- **National Shoe Retailers Association (NSRA)** is a non-profit organization representing independent shoe store owners throughout the United States
- **United Shoe Retailers Association (USRA)** is an organization that provides members with imperative cost saving services, educational opportunities and networking events.

## **WEBSITE**

Every brand should have a website. Include feedback from satisfied customer. Remember social influencers work for both sides of the aisle.

**BENEFITS**



# GATEWAY TO THE WORLD

UNITING AN INTERNATIONAL AUDIENCE TO  
SHOP, SELL, SHAPE, AND DISCOVER. INFORMA  
FASHION DELIVERS THE WORLD IN ONE FORUM.

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ATTENDEES FROM ALL 50 STATES &  
**125 COUNTRIES**

INFORMA WELCOMED

**65,000+**

INTERNATIONAL & DOMESTIC ATTENDEES





# MORE THAN 100 MILLION MEDIA IMPRESSIONS

APPAREL MAG

CALIFORNIA APPAREL NEWS

CBS LAS VEGAS

CONDE NAST

DENIMOLOGY

DRAPERS

EXTRA

FASHION SNOOPS

FASHION UNITED

FASHION NETWORK

FLAUNT MAGAZINE

FOCUS ON FASHION RETAIL

FOOTWEAR INSIGHT

FOOTWEAR PLUS

FOOTWEAR NEWS

FORBES

FOX 5 LAS VEGAS

INC.COM

HARPERS BAZAAR

L'OFFICIEL

LAS VEGAS NOW

LAS VEGAS REVIEW JOURNAL

MARIE CLAIRE

MODA PELLE

PAPER MAGAZINE

RADAR ONLINE

REGARD MAGAZINE

RHAPSODY

SOURCING JOURNAL

SPORTSWEAR INTERNATIONAL

STAR

STYLESIGHT

SWAAY

THE MCCORD LIST

TRENDSTOP

US WEEKLY

WALL STREET JOURNAL

WEAR GLOBAL MAGAZINE

WGSN

WWD



# INTERNATIONAL PARTNERS







# SOCIAL REACH & FOLLOWING

**#FNPLATFORM**  
**#SOLECOMMERCE**  
**#FOOTWEARATCOTERIE**  
**#PROJECTSOLE**

Usage increased 395% in last year

 10.5K+ FOLLOWERS  
**@FNPLATFORM**

# UPCOMING SHOWS IN THE USA

## PROJECTSOLE

**NEW YORK CITY**  
**JANUARY 19-21, 2020**  
CONTEMPORARY  
FOOTWEAR FOR MEN

## FN PLATFORM

**LAS VEGAS**  
**FEBRUARY 5-7, 2020**  
LUXURY TO LIFESTYLE BRANDED  
FOOTWEAR FOR MEN, WOMEN,  
JUNIORS, AND CHILDREN

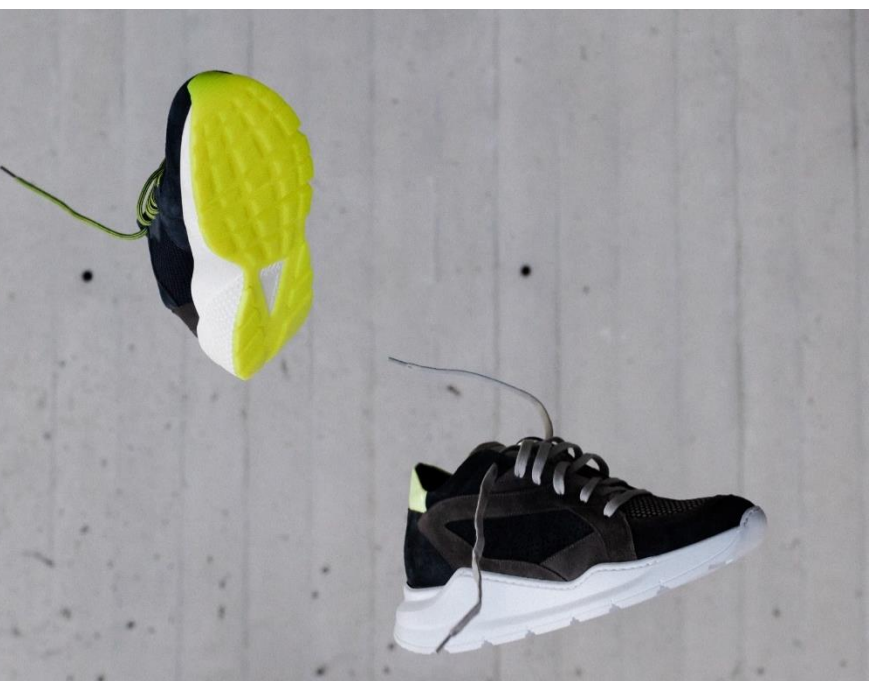
## SOLE COMMERCE

**NEW YORK CITY**  
**FEBRUARY 11-13, 2020**  
WOMEN'S CONTEMPORARY  
FOOTWEAR

*Footwear*  
@COTERIE

**NEW YORK CITY**  
**FEBRUARY 11-13, 2020**  
LUXURY FOOTWEAR  
FOR WOMEN





# PROJECTSOLE

## **NEW YORK CITY – JANUARY & JULY**

PROJECT is the leading men's fashion trade event in New York. This event marks the beginning of the men's market in North America, drawing in the top retailers from around the globe to shop new trends, seek inspiration, and build relationships with the industry's most prominent influencers.

- Attendance hails from the most prestigious Men's retailers domestic and international
- Sitting alongside apparel event PROJECT
- Occurs bi-annually in July and January





# FN PLATFORM

## LAS VEGAS – FEBRUARY & AUGUST

FN PLATFORM is the leading global destination of the footwear industry for commerce, creativity, and connection. FN PLATFORM delivers a three-day opportunity where attendees profit from innovative ideas and show floor experiences within the Women's, Men's, and Children's footwear communities. Daily networking events, free educational seminars, and services such as matchmaking and guided tours help create a comprehensive, one-stop-shop experience.



### WOMEN'S

Footwear Collections for Women and Juniors

### MEN'S

Contemporary Footwear for Men

### FAST FASHION

Trend-driven Fashion Footwear

### CHILDREN'S

Footwear for Children





# VIDEO: FN PLATFORM





*Footwear*  
@COTERIE

## SOLE COMMERCE

### **NEW YORK CITY – FEBRUARY & SEPTEMBER**

SOLE COMMERCE is the leading women's & junior's footwear and accessory event, sitting alongside COTERIE and coinciding with New York Fashion Week. Serving as a gateway to the U.S., SOLE COMMERCE provides footwear brands access to the country's largest concentration of women's ready-to-wear and footwear retailers on the Eastern Seaboard.

FOOTWEAR @COTERIE is a curated women's luxury footwear event, sitting within COTERIE and coinciding with New York Fashion Week.

- Attendance concentrated on the Eastern USA
- Sitting alongside Coterie, the most important women's fashion event, draws boutiques in addition to footwear retailers.
- Occurs bi-annually in September and February and timed to US fashion weeks



# VIDEO: SOLE COMMERCE + FOOTWEAR @ COTERIE





# GO MOBILE. DRIVE MORE TRAFFIC. CONNECT WITH MORE BUYERS.

The MAGIC Mobile App and COTERIE Show Mobile App launched in February across every show. The new mobile app features next generation navigation and marketing that will connect buyers and brands across all MAGIC and our New York shows like never before.





# THANK YOU!

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**LESLIE GALLIN**

PRESIDENT OF FOOTWEAR

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 **@FNPLATFORM**



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