



Western Lifestyle RETAILER NEWSLETTER

FALL 2015: COLOR YOUR WORLD

CONTEST WINNERS!

This past spring, Noble Outfitters and BEX Sunglasses teamed up to give our new subscribers a sweet deal. Just by signing up for our FREE quarterly email newsletter **Western Lifestyle Retailer**, retailers were entered in a contest to win for their stores \$1,000 worth of product from Noble Outfitters and \$500 worth of product from BEX Sunglasses. Here are our lucky winners:

NOBLE OUTFITTERS WINNER **Boots Etc. of Commerce, Georgia**

Since 1991, Boots Etc. has provided customers with a variety of brands and styles of Western boots. Today, the company boasts a 14,000-square-foot store, offers more than two-dozen brands, and is the Southeast's single largest Tony Lama distributor.



BEX WINNER **The Browse Shop of Wichita Falls, Texas**

Started in 1968, The Browse Shop carries Western wear for the entire family. Customers can find items including boots, jeans, belts, hats, buckles, jewelry, purses, jackets, coats, blouses and gifts, as well as hard-to-find sizes.



TAKING CARE OF BUSINESS **MAXIMIZE COLOR**

Make color work for your store with these three pointers from savvy retailers:

NEW & NOVEL: **Ariat Plus Pendleton**

Ariat is going West this fall, with a new collection featuring Pendleton Wool patterns. Choose from items including a puffy vest, wool jacket, cozy wrap, stylish skinny jeans, booties and tall boots—all marked with the distinctively Western Pendleton Wool design. The collection is available for retailers in September and October 2015.

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1. Use Colorful Window Displays to Attract Attention. If your store has a window display, you have prime real estate to entice potential customers walking by. Bill Horton, creative director of the three Pinto Ranch locations in Houston, Dallas and Las Vegas, says color is his method of choice to attract walk-in customers.

“I think color is one of the very first things that a person notices,” Horton says. “You basically have six seconds to capture the attention of someone passing by. To do that, you either do it with color, you do it with texture, or you do it with some sort of ornamental accent like a prop or a fixture that is extraordinary.”

2. Tell a Color Story. Invite customers to wander through your store by weaving colors into displays around your location. To create a display, Starr Zizza, co-owner of Rusty Spur Couture in Kansas City, Missouri, starts with one product and builds around it. She finds she’s able to upsell other items when they’re grouped this way.

“I make a color story,” Zizza says. “If a product I’m wanting to feature has a certain color in it, than I’m going to find other products that complement that color and keep the whole story going.”

3. Make Color Move. Dolores Smith, co-owner of Smith and Western Online in Wickenburg, Arizona, rearranges her traveling store twice a year to emphasize the new spring or fall items. She uses colors in the latest trends to draw attention to the new displays she’s moved to the front of the store, where they are guaranteed to attract the eye.

“Each winter I’ll put the fall [items] to the back and put the new spring collection at the front,” Smith said. “I move collections back and forth to make them look new. Every six months, I always switch.”



THE WLR DIRECTORY

Add your company to the 2016 Directory of Companies published in *Western Lifestyle Retailer*. This FREE service to wholesalers and retailers showcases suppliers of goods in more than 100 Western product categories.

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