



Western Lifestyle RETAILER NEWSLETTER

November 2017

TAKING CARE OF BUSINESS: MERCHANDISING BALL CAPS



Baseball caps have adorned American heads for decades, worn by men and women of all ages and in all walks. With distinctive colors, patterns,

materials and embellished with sporting slogans or favorite brand logos, caps show the wearer's personality like nothing else. Many Western companies are including caps in their lines. Here are a few tips for incorporating ball caps into your store.

Place strategically. “[Ball caps are] a great product to have merchandised front-and-center,” Jason Adams, president of [BEX Sunglasses](#) says. “Caps will attract eyes daily, especially if it’s hot outside. Everybody is looking for a gift for a brother, cousin, sister, or in-law — a cap for \$25 or \$30 is a cool product that makes for an easy purchase.”

Segregate by brand. If you carry a variety of brands, [HOOey Brands](#) President Joey Austin says don’t mix them up haphazardly on the same display. Instead, organize them by brand or with separate displays.

“Let each brand that you carry tell its own story,” Austin says. “I think the customers really appreciate a brand’s story, and the more you can concentrate on each brand in its own right and allow the merchandise to shine that way, I think that will ultimately improve your return.”



NEW & NOVEL: RODEO QUINCY'S LIPSTICK AND BUCKAROOS

The latest from Rodeo Quincy is its third installment of Rodeo Q Boots. This vintage-inspired buckaroo boot features arrows, bucking horses and a steer head on a classic square toe, trendy 5.5-inch shaft and 2.5-inch heel, finished with classic turquoise whipstitch and old school mule ear pull tabs.

Contact: [Rodeo Quincy](#),
sales@rodeoquincy.com.

Refresh regularly. While replenishing popular styles has its place, HOOey cap buyers prefer new products on a regular basis.

“I think today’s customer wants new and innovative,” Austin says. “My advice is not to be afraid to be progressive, and while you want to keep an eye on good replenishment, don’t be afraid to bring in new fashion styles and push the envelope, because I think that matches the behavior of today’s consumer.”

For more cap tips from Western retail experts, look for Abigail Boatwright’s article in the spring 2018 issue of *Western Lifestyle Retailer*.

MEET US AT #WesternSummit DURING WESA!



[Western Lifestyle Retailer](#) and [The Boutique Hub](#) are teaming up to produce #WesternSummit, a revolutionary conference for Western industry business owners, brands and influencers. Make plans to attend this one-day event on January 11, 2018 at WESA (Western & English Sales Association) in Denver, Colorado.

Learn from industry leaders with hands-on training, build collaborations and partnerships, and discover new strategies all while growing your retail, wholesale or manufacturing business.

Speakers include Dan Costa, founder and owner of Noble Outfitters, Lindsay Perraton, director of marketing at Kimes Ranch Jeans, Alisha Smith Kurtz, owner of Woolies Quality Clothier, and many more.

Tickets for [#WesternSummit](#) are going quickly! Get special Early Bird pricing through November 15, 2017.

Register and find the schedule, location, info and more at [Western Lifestyle Retailer](#) and [The Boutique Hub](#). Or send your questions to:

kami.peterson@westernlifestyleretailer.com or info@theboutiquehub.com.



NEW & NOVEL: 90 PROOF AIR FRESHENERS

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