

WEARABLE ACCESSORIES

Scarves, Shawls, Shawlettes and Cowls – Glenda Sweetland

The total scarves, shawls and cowls that were in the 2017 BBB sale was **377** items, including carried over product from 2016. This is almost half of the product that was in the 2016 sale.

SHAWLS: **98** total went into the sale, **17** carried over after the sale and 3 have been sold post BBB sale.

SCARVES: **178** total in the sale, **57** carried over. 4 have been sold post BBB sale.

COWLS: **101** total in the sale, **46** carried over.

83% of the shawls sold and continue to be our best seller. This year the larger simply knit shawls sold very well as did the higher priced lacy shawls. The shawlettes seem to have had their day and are not good sellers anymore. The asymmetrical scarves seem preferred by customers over the shawlettes.

This year we had some crocheted small shoulder ponchos and all but one sold and customers were asking if we had more of them! The one that did not sell had glitter yarn in it.

68% of the scarves sold and are our second best seller. The higher priced one of a kind scarf sells well. Anything in a natural colour or jewel tones and in a soft yarn, natural or acrylic, sells better. Anything in a scratchy rough yarn will not sell well. Infinity scarves do not sell as well as a regular scarf. The infinity scarves that have enough length to easily wrap twice around the neck sell better than the shorter ones that do not hug the neck and are too short to wrap twice. Asymmetrical scarves were still popular this year and we only had one carried over. Fabric infinity scarves are still good sellers.

50% of the cowls sold and are not as popular anymore as they were a few years ago. The large chunky cowl seems to have had its day with customers preferring the smaller cowls.

In summary, wearable accessories are fashion driven. What was popular 2 years ago may no longer sell well. This year we had 12 crocheted small ponchos and all but one sold. We also had 8 fabric shoulder ponchos and they all sold except one. These were new items this year and customers seemed to enjoy seeing something new. Also having them try them on to see how they fit and could be worn, helped to sell them. Natural colours and fibres are still popular and pastels have never sold very well.