



UJAMAA GRANDMAS

2019 WHAT SELLS - PURSE & BAGS

The Purses & Bags had more than 700 items in the 2019 BB&B, 470 of which were sold. This amounts to 62% of the inventory which included bags for all manner of uses, handbags, backpacks, a variety of wallets and small zippered pouches ranging in price from \$5 to \$90. While percent sold in the over \$50 price range was slightly higher, the volume of items under \$40 meant that the bulk of gross sales came from these lower priced items.

STRONG SELLERS

Structured handbags with good hardware

Money Bag hip/waist pouches with and without straps

Triple zips sold out

Clutch wallets and optional straps

Backpacks of every colour, size and description. Backpacks sold out and customer were asking for more.

Small change/gift card/key pouches

Horizontal wine totes

Large retreat/project bags - especially those with themes

Felted "device" cases

Large print bags were popular

SLIPs - expanding belt pouch

Diverse examples of the same pattern so customers can choose colours and features.

SLOW SELLERS

Blue - blue was a very hard sell; even up-cycled denim was slow to move.

Simple quilted totes, more structured quilted totes did sell well.

Large Totesy totes with bar closures and Lapels were difficult to display to advantage.

Wallets with bar closure. These tend to be heavier so less popular.

CUSTOMER REQUESTS/COMMENTS

Pony Express

Backpacks

Bactrian convertible bags

Walker bags/pouches

Soil resistant exterior fabrics in handbags and totes

Zippered pouches with waterproof linings for cosmetics

Customers commented on variety and quality of materials and workmanship.

THINGS TO CONSIDER

Be certain that straps and tabs are strong enough to maintain their shape and to hold the bag when it is full. It is surprising how much people will put into even a small bag.

If possible road test unknown fibres for wear.

Use adhesive to ensure hardware stays in place.