



BRICK-AND-MORTARS AND THE RISE OF FAST FASHION

How an Apricot Lane Franchise Is the Best of Both Worlds

Prepared by:

ApricotLane
BOUTIQUE



If you're looking for a way to capitalize on the popularity of fast fashion in a brick-and-mortar context, look no further than Apricot Lane.

Chances are you've heard the rumors: that brick-and-mortar retailers are dying out due to strong competition from e-commerce. You might be surprised to learn that brick-and-mortar stores are still popular, and when they work hand-in-hand with online platforms, they have what consumers want in order to make buying decisions. Apricot Lane's strong brick-and-mortar presence combined with our comprehensive e-commerce systems help our franchisees establish themselves as a powerful fast-fashion force. In this eBook, we'll explore trends in brick-and-mortar retail along with fast fashion, and show you why Apricot Lane is perfectly positioned to capitalize on both.



THE RISE OF FAST FASHION

If you're thinking of one important thing that prospective Apricot Lane franchisees should understand about our business is our position within the booming fast fashion industry.

Fast fashion is a popular industry that capitalizes on a consumer's desire to access clothing inspired by the latest runway trends at affordable prices. Rather than purchasing clothing inspired by the four seasons, fast fashion allows consumers to access a multitude of styles at all times. Women who notice a particular trend in fashion magazines can rely on fast fashion boutiques like Apricot Lane to offer them access to the styles as soon as they read about them at an affordable price. Customers love the fact that they can find the styles they're after year-round right in their own communities.

This model is proving to be increasingly popular. According to original research by Hitwise, the fast fashion industry has grown 21% in the past three years. There are many possible reasons for this tremendous growth. Econsultancy estimates that part of this growth can be explained by the speed and agility of fast fashion retailers to get on-trend items into stores not long after they've been spotted on the runway. Given the enormous spending power of millennials and their proclivity to spend money after payday, having a constant supply of trendy fashion offerings helps these retailers to be prepared whenever young people are ready to shop.

Overall, people love to shop. Data suggests that consumers are now buying 1.5 times the amount of apparel that they did just six years ago. In fact, the global apparel market has been growing at 4.8% a year since 2011! The fast fashion industry is projected to continue to grow until 2021. These numbers demonstrate that consumers are ready and willing to update their wardrobes regularly in order to stay on-trend. Fast fashion chains like Apricot Lane help fulfill this consumer need by offering our customers trendy styles, with inventories that are constantly being updated. As you can see, now is a better time than ever to get involved in this expanding industry.



HOW DOES APRICOT LANE CAPITALIZE ON CHANGES IN THE BRICK-AND-MORTAR INDUSTRY AND THE FAST FASHION CRAZE?

Apricot Lane franchisees are able to take advantage of these two exciting trends thanks to the flexibility we offer them when it comes to running their franchise locations.

When you become an Apricot Lane franchisee, you'll open your own beautiful clothing boutique. Located in malls, outdoor shopping centers, and near major tourist attractions across the United States, our boutiques are eye-catching and inviting to consumers. We seek to help all women find their most confident and stylish selves, and we strive to offer customers a shopping experience that leaves them feeling empowered. Spending time in an Apricot Lane boutique will give customers the opportunity to get to know our brand, our offerings, and our aesthetic. When our franchisees take the time to get to know their customers and help them find just the right selections, they are working to establish relationships that have the potential to carry over into the e-commerce space.



We offer our franchisees the option to create an e-commerce platform to work hand-in-hand with their brick and mortar store. They can leverage their own e-commerce platforms in order to make sales online, to drive business into their stores, and to show the world what makes their Apricot Lane franchise location stand out from the rest. With a wealth of inventory for our franchisees to choose from and a wide selection that's constantly being updated, each Apricot Lane franchise will have its own unique style.

The flexibility we allow our franchisees in developing their own brick-and-mortar stores hand-in-hand with their online presence will allow them to develop the kind of multi-faceted shopping experience described by experts Perry and Morris. While other franchisors offer support when it comes to setting up a brick-and-mortar location, our comprehensive support for both online and in-store shopping sets us apart from the competition.



Apricot Lane is also well-positioned to help our franchisees capitalize on the fast fashion craze. We're proud to employ a team of buyers who are experts on industry trends. They spend countless hours attending some of the largest fashion trade shows in America and have cultivated strong relationships with many Los Angeles Fashion District vendors. We've contracted these vendors to provide us with weekly buying opportunities, helping us offer our franchisees the latest and greatest in-of-the-minute trends at great prices. In fact, The State of Fashion 2018 report notes that increasing the speed of fashion "from design to shelf" is one important way that brick-and-mortar retailers can meet customer demands in an increasingly digital shopping space. Thus, the speed with which we update our inventories and make new designs available to our franchisees is an

important way that Apricot Lane helps our franchisees keep their franchise locations competitive.

Thanks to this constantly-updated selection of inventory, our franchisees are able to choose for themselves which styles they'd like to offer in their stores. As an Apricot Lane franchisee, you have your finger on the pulse of your community and understand which styles would be most popular in your area. You'll have the freedom to stock your brick-and-mortar and online boutiques as you see fit. Thanks to the efforts of our buyers, you'll be able to focus on the fun parts of running a boutique – choosing the styles you and your community enjoy – without needing to worry about time-consuming research to stay on top of the latest trends.



CONCLUSION

There are many franchise options to choose from in the fashion industry. As a prospective franchisee, it's important that you do careful research on your new franchisor and the specific niches they fill within the industry. There are too many benefits of franchising with Apricot Lane to list here – we encourage you to also check out the comprehensive support benefits we offer our franchisees. Our ability to integrate brick-and-mortar and e-commerce platforms helps our franchisees offer their customers

the 21st-century shopping experiences they need. Thanks to our regularly-updated selection of inventory, our franchisees can make the most of their fast fashion boutiques by offering of-the-moment styles that they hand select for their customers.

Apricot Lane currently has franchise opportunities available in all 50 states. Contact us today to learn more about starting your own fast fashion boutique!



ApricotLane®
BOUTIQUE

APRICOTLANEFRANCHISE.COM