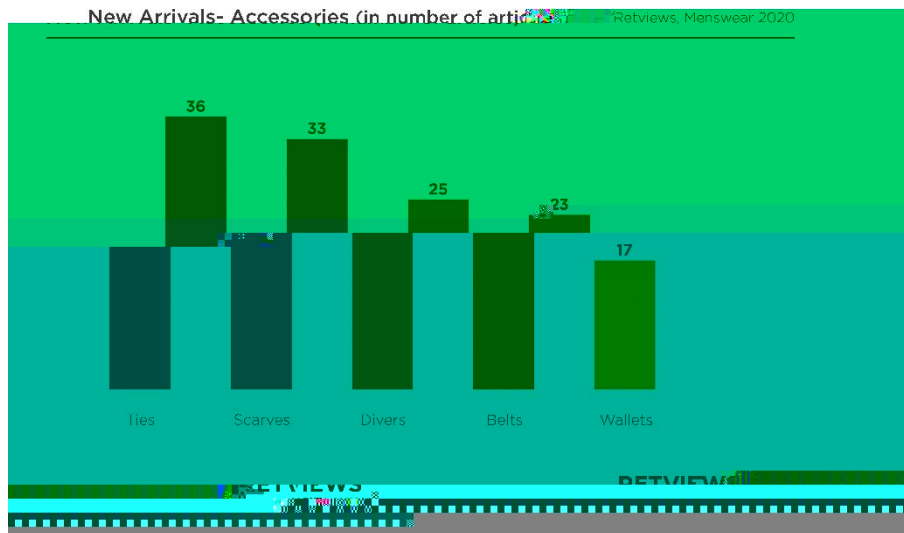
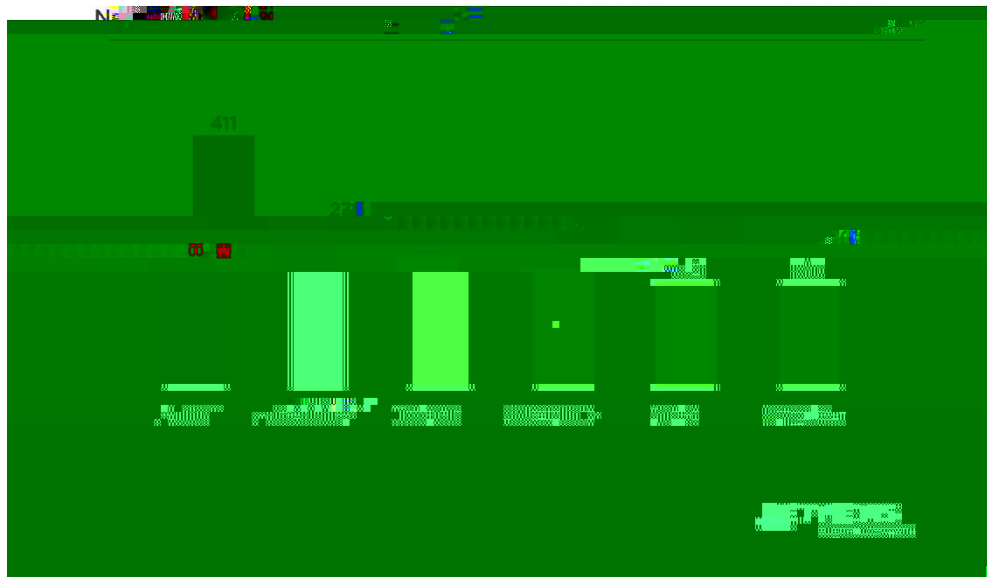


PRESS INFORMATION



No festive items for children

This finding is even more evident in the case of children, for whom new arrivals include very few truly festive items. There are mainly t-shirts, sweaters, accessories and pants, but no festive outfits or dresses for girls.



Methodology: Using its tools combining artificial intelligence (AI) and big data, Retviews analyzed more than 15,000 articles presented in the newsletters of fast fashion brands during the commercial discount period from November 16 to 29, 2020. Brands studied: Zara, H&M, C&A, Mango, Uniqlo, Massimo Dutti, Market, Cos, Pimkie, Jennyfer, Celio, Jules, Oysho, Pull&Bear, Bershka, Jack&Jones, Bonobo, Devred, Kiabi, OVS, TAO, &Other Stories.

About Retviews:

In a more intense competitive context than ever, fashion industry decision-makers need to rely on a benchmarking automation solution designed specifically for their sector, to enable them to make the best decisions faster. Founded in 2017 and recently acquired by Lectra, Retviews has developed an innovative technology offer based on a model combining artificial intelligence and big data. The Retviews offer enables fashion brands to analyze the market efficiently and in real time and gives them a 360° view of their competitors.

More information: <https://retviews.com/>

