

## **The Evolution of Marketing in the Garment Industry**

- 1) Sketches of collection are copied and mailed (later faxed) to stores; no marketing by manufacturer to consumer.
- 2) Photos are taken and mailed to stores; no marketing by manufacturer to consumer.
- 3) Some manufacturers create catalogs using models and better quality photos; they are mailed to stores and distributed at regional markets; no marketing by manufacturer to consumer (some of the better quality catalogs are used by store owners to show consumers styles that they did not order; styles that the store can special order for the consumer. Some stores use the catalog images in local ads and to create direct mail order pieces.
- 4) Some manufacturers start advertising in industry (B to B) periodicals using better models and higher quality photos/graphics. Still no marketing by manufacturer to consumer although these advertisements are sometimes reproduced and used by stores to market to consumers.
- 5) Some manufacturers start doing national advertising; this is used primarily as marketing to stores but also accessible to consumers in focused media (i.e. Prom Magazine, etc.) Much improved models, photos, and graphics. (What I mean by 'directed to stores' is that these ads were used to leverage orders from stores. "Leave an order for X units or pay such and such an amount and we will list you in the ad.")
- 6) Many manufactures and stores find these listings in national ads to be unproductive and they are eliminated. Although they bring business to the store, they are ineffective in bringing business to that particular manufacturer's product. Sometimes the style advertised turns out to be a loser and it causes more problems then it is worth. National advertising continues as the manufacturer's first real marketing directly to consumers, but it is just 'out there' as a way to promote the label.
- 7) There are a few rare exceptions where a manufacturer has expanded beyond this into billboards, radio, TV, etc., but even in these cases, this is always primarily a way to leverage more business from the stores. Some manufacturers open retail stores and decide to capitalize on their ability to market directly to the consumer. Many failed attempts at this; however there are a few success stories.

This was the extent of marketing for most manufacturers until the introduction of the Internet, but in most cases, although the technology was adapted, there was not much of a difference. Once the Internet was introduced:

## **MANUFACTURERS DISCOVER THE INTERNET!!**



## **The Evolution of Internet Marketing in the Garment Industry**

- 8) Photos are emailed to stores that have email addresses; to this day there are still some that do not! Not used by manufacturers for marketing to consumer.
- 9) Catalog images are posted on the Internet in a place (not necessarily a website) where stores that have Internet access could view them. Rather than emailing images you could now email a link that the stores could click to view the images. No need to download from an email. Not used for marketing to consumer, although some stores adopted the technology and begin forwarding those links to their customers. Some stores set up their own Internet presence where consumers can learn about their store. Stores that are doing this are extremely rare; however they find it very cost effective and ultimately profitable form of marketing.
- 10) Much more elaborate websites are developed by many manufacturers for a more impressive presence that is more comparable to the quality of their catalogs. Intuitive names are registered as domain addresses (primarily www.collectionname.com). These websites are still initially conceived for marketing to stores, not for marketing to consumers. More or less an Internet version of their catalogs. Some stores (again, very few) that have embraced the Internet create very basic websites. These websites are usually unprofessionally designed with few images with a focus to local clientele. They are nothing more than a glorified Yellow Pages ad on the Internet.
- 11) Manufacturers start promoting their websites by including their domain names in B to B advertising (see #4) so stores can access their websites when and where they wish. For the most part these websites had a B to B look and feel as they were still used primarily to convey inter-industry info to stores. Still very few stores give the Internet a second thought.
- 12) With the introduction of search engines and due to the propensity of manufacturers to include their domain names in national print ad's (see# 5), consumers begin finding manufactures' websites. Manufacturers soon discover that their websites are getting thousands of visits per month. (An average manufacturer's website today will get more than 10,000 unique visits per day. Some exceed 200,000 per day during peak seasons.)
- 13) Websites are improved for a more national presence that reflects a "direct to consumer" look and attitude. Similar to the transition reflected in #4 & #5. Some manufacturers try selling online directly to the customer (thankfully most have abandoned direct marketing), however some of the same manufacturers that were successful in opening their own retail stores begin direct marketing to consumers through their websites.
- 14) Manufacturers realize there is a need for store listings when hundreds of consumers start bombarding the manufactures with requests for information. Store listings are added with stores that purchase each season automatically included based on the fact that the store has placed an order; although some manufacturers flash back to #5 and use their website store listings as a way to leverage a minimum order; some still do.

### **The Evolution of Internet Marketing in the Garment Industry (cont.)**

- 15) The stores that are ahead of the curve on the Internet (i.e. those few that have had websites up for years) ask manufacturers to put links that direct the consumer to the store's website where, theoretically, the consumer's questions can be answered about that manufacturer's product. Most manufacturers accommodate stores request.
- 16) As manufacturers become more involved with the Internet and how their own websites are used by consumers, some manufacturers take links off their sites. They do this as they discover that the consumer is not necessarily directed to their product when the link is clicked or worse, the consumer is directed to a home page depicting a competitor's product.
- 17) Some manufacturers take store listings down completely (some never put them up to begin with) since, although they bring business to the store, the listings are ineffective in bringing business to that particular manufacturer's product. (see #6).
- 18) More and more stores start creating their own websites. Most stores link the consumer away from their website to manufacturers' websites as it is too difficult to get all of the images and style details uploaded to their own website. As a result the consumer cannot really shop on the store's website, the hope is that the consumer will find what she likes and come into the store to make her purchase. A few stores that have been online for many years begin to develop huge online shopping venues and are extremely successful. New online shopping venues are created with extremely effective marketing strategies; big box stores get online with powerful websites; major department stores like Nordstrom, Neiman Marcus, Saks 5<sup>th</sup> Ave. as well as every other mega-vertical operator from The Gap to David's Bridals invest millions of dollars on their websites and Internet marketing.

This brings us to the present situation. For the most part, full service specialty stores have been left in the dust. Many are just now realizing that they may have missed the boat and are clamoring to get on board before it is too late.

The closest that manufacturers have ever come to harnessing the power of the Internet to market directly to consumers is represented in #14.

The marketing that manufacturers have developed over the years was always conceived with the focus of marketing to stores ... not to consumers. With the inception of the Internet, almost completely unintentionally, they began marketing their collections directly to the consumer! The cumulative activity on the websites of major manufacturers is astronomical! Without a completely revolutionary technology the ability to harness that power would never be realized.

**eFashionCentral.com is that revolutionary technology!**

## ***Apparel & Accessories***

### **Bringing merchandise and the store to online shoppers**

When it comes to categories of products sold, apparel & accessories is the biggest kid on the Internet retailing block. E-retailers in this category account for 80 of the top 500 retail web sites, according to the *Internet Retailer Top 500 Guide*.

The category, however, also has one of the biggest hurdles on the web: merchandise that shoppers really like to feel, hold and try on, actions impossible to achieve via an Internet connection.

But that's not stopping the apparel & accessories e-retailers named to the Hot 100 from using web tools and technologies to come as close as possible to helping shoppers "feel" merchandise and have an online experience similar to one they would have in a store.

Coach.com, for example, has introduced Try It Online, a site feature designed to help dampen worries shoppers have when purchasing a handbag online. Shoppers can use the Try It Online feature to see where the bag falls on their body. They enter their height, and the web site displays a model of similar height wearing the handbag.

Compared with handbags, shoes present a much bigger challenge to e-retailers looking to reassure shoppers buying online. 6pm.com lets customers soothe each other's concerns. The site offers a Fit Survey, where shoe buyers say such things as whether their shoes "felt true to size," "felt true to width" or provided "moderate arch support." Shoppers can review the survey results when considering a shoe purchase.

At Gap.com, a Quick Look web tool enables shoppers to magnify any part of a product image by mousing over it, giving shoppers as close a look as they could get in a store. "It lets people know what it would be like if they were actually holding it in their hands," says Scott Kincaid, a consultant at Usability Sciences Corp.

Other Internet retailers are not just focused on giving shoppers the feel of merchandise, they're also making online shoppers feel more like they're in a store.

JCrew.com, for instance, boasts a personal shopper program that brings shoppers and retail associates together online. And Swell.com encourages conversation about surfing via e-mail that unites customers and Swell staff.

### **Time to shop**

At 6pm.com, the emphasis has always been on bringing value to price-sensitive customers. And this is a web site that knows how to help its customers find the best deal.

When serving the price-sensitive buyers, the most important thing is to "help customers find what they are looking for at the best value," explains Lisa Vagge, project manager. That's why San Francisco-based 6pm.com has worked hard on developing filters and sorting features so customers can closely describe what they are looking for and find shoes that closely resemble that description at the best price.

"We've spent a lot of time listening to what our customers want and we are trying to help them quickly find what they are looking for at the best value," Vagge says.

Others notice it. "The navigation is excellent," says Mark Lee, founder of Charlottesville, Va.-based The Mark Lee Group. "You can get to the product you want with minimal clicks. The site is clean with great photographs and product detail."



### ***Apparel & Accessories***

[6pm.com](http://6pm.com)  
[Abercrombie.com](http://Abercrombie.com)  
[AE.com](http://AE.com)  
[Anthropologie.com](http://Anthropologie.com)  
[BrooksBrothers.com](http://BrooksBrothers.com)  
[CafePress.com](http://CafePress.com)  
[Coach.com](http://Coach.com)  
[DavidsBridal.com](http://DavidsBridal.com)  
[Gap](http://Gap.com)  
[Guess Jeans](http://GuessJeans.com)  
[JCrew.com](http://JCrew.com)  
[Karmaloop.com](http://Karmaloop.com)  
[Kohls.com](http://Kohls.com)  
[Nike.com](http://Nike.com)  
[NineWest.com](http://NineWest.com)  
[PacSun.com](http://PacSun.com)  
[Patagonia.com](http://Patagonia.com)  
[Rampage.com](http://Rampage.com)  
[Skechers.com](http://Skechers.com)  
[Swell.com](http://Swell.com)  
[Timberland.com](http://Timberland.com)  
[Undergear.com](http://Undergear.com)  
[VeraBradley.com](http://VeraBradley.com)  
[Vivre.com](http://Vivre.com)  
[WorkingPerson.com](http://WorkingPerson.com)

**6pm.com**  
 Date launched  
 2005  
 2006 unique visitors (monthly)  
 171,000\*  
 2006 web-based sales  
 NA

**Vendor relationships**

- Site design**  
in-house
- E-commerce platform**  
in-house
- Web hosting**  
in-house
- Site search**  
in-house
- Content management**  
in-house
- Order management**  
in-house
- Payment processor**  
CHASE<sup>™</sup>  
Dumontek

began allowing customers to order handbags and other fashion accessories online and then pick them up at a nearby Coach store. The feature has been successful at increasing Coach sales and, possibly more important, at integrating Coach's web sales with its physical operations.

"In-store pickup has been used by companies like BestBuy and Circuit City, but we're the first in our space to try this and it quickly has become very successful at meeting the needs of customers who want instant gratification or want to avoid paying shipping costs," says David Duplantis, Coach senior vice president of retail merchandising.

"The store pickup is a nice feature and is well integrated into the site," says Mark Lee, founder of Charlottesville, Va.-based consulting firm The Mark Lee Group. For urban and suburban shoppers desperate to get their Coach product right away, there's a "find this item" button that locates stores within 50 miles that have the item, Lee notes.

This feature is one of many ways Coach goes the extra mile to satisfy a clientele used to high-end service.

In November, the chain implemented another application of a web sales tactic common outside its industry—a gift registry. Like retailers of household goods items, Coach believes its customers want to let their friends and family know what they would like to receive. Using the registry, customers list special occasions and select items they like. When items are purchased, they go off the list to avoid duplicates.

Coach is also known for its "try it online" feature for handbags. The customer chooses a handbag, then notes if she is tall, short or in-between. A model will then appear holding the handbag so the customer knows where the bag falls on their body, Duplantis explains. [Back to top](#)

## Visualizing the big day

2007 was a big year for DavidsBridal.com with the introduction of a line of bridal gowns for online sale only and the debut of an online "dress your wedding party" feature. And the company has more plans in store for 2008.

Selling something online as emotionally charged as a wedding gown can't be easy. But DavidsBridal.com has found ways to use technology that gives customers more information than they can get in a store.

Take the "dress your wedding" feature. Brides can view online their proposed gown, bridesmaids' dresses and colors, the groom's wear and that of his attendants. Brides can even visualize their proposed wedding party against various backgrounds—such as beaches, parks or traditional reception halls.

"The brides can visualize the entire look of their wedding before their wedding day," says Carol Steinberg, vice president of e-commerce.

On the site, a bride can see what a gown would look like with various options, such as sash style or color and the types of sleeves and trains. Once she selects a dress, she can go into a store for a fitting or order selected styles online.

While most brides prefer to place the order in a store, an increasing number are ordering online. Enough that David's Bridal, a multi-channel retailer based in Conshohocken, Pa., this year introduced a line of bridal dresses available exclusively online. The site plans to introduce a line of online-only bridesmaids and party dresses later this year and expand the online selection to include prom dresses in 2008.


This year, the chain made its site more interactive by allowing brides to submit bridal stories via text, pictures and videos. These features will extend to prom goers in 2008, Steinberg says.

So much extra content "reinforces the sense of authority" that David's Bridal projects, says Mark Lee, founder of Charlottesville, Va.-based consulting firm The Mark Lee Group. Additionally, Lee says, the use of partners, such as travel sites for honeymoon planning, "is a clever way to keep people coming back to the site during the many months of event planning." [Back to top](#)

## 10 and counting

**DavidsBridal.com**  
**Date launched** 1998  
**2006 unique visitors (monthly)** 3,000,000  
**2006 web-based sales** NA

**Vendor relationships**

- Site design**  
Trellist Marketing and Technology
- E-commerce platform**  
In-house
- Web hosting**  
Connectria Corp.
- Site search**  
In-house
- Content management**  
In-house
- Order management**  
In-house, iCongo Inc.
- Payment processor**  
Shift 4 Corp.
- Fulfillment**  
In-house
- Affiliate marketing management**  
NA
- Search engine management**  
UnReal Marketing Solutions Inc.
- E-mail marketing**  
CheetahMail
- CRM**  
NA
- Customer service**  
In-house
- Security certification**  
VeriSign Inc.
- Web analytics**  
Visual Sciences Inc.
- Content delivery network**  
NA
- Rich media**  
  
An Adobe company
- Site performance monitoring**  
NA
- Site performance**  
Performance data measured by Gomez Inc.  
**Availability** 99.52%  
**Response time** 3.11 seconds

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## **Vcommerce Launches New E-Commerce Store for David's Bridal; Vcommerce Provides an End-to-End e-Commerce Solution for the Largest U.S. Bridal Retailer's Total Wedding Store**

SCOTTSDALE, Ariz. -- Vcommerce Corp., a provider of on-demand commerce and fulfillment solutions, announced today that it has launched and is managing David's Gift Shop (<http://www.davidsbridal.com/giftshop.jsp>), a new online store for David's Bridal, the largest and most successful bridal retailer in the United States and a division of Federated Department Stores Inc. (NYSE:FD)(PCX:FD). Vcommerce is providing a hosted, end-to-end solution, with a range of supporting managed services, for this store. This includes the Vcommerce On-Demand Product Catalog, which allows David's Bridal to offer its customers a comprehensive collection of new wedding-related products and services, in addition to its already expansive proprietary catalog of clothing and accessories for the entire bridal party.

The Vcommerce On-Demand Product Catalog is a unique option for large retailers that provides electronic access to a multisourced, pre-integrated product catalog with millions of SKUs and rich product content. It enables retailers to rapidly expand or modify their product offerings without taking on new inventory, more easily acquire manufacturer authorizations, and greatly minimize supplier management, insurance costs and risks.

In addition to gowns, tuxedos, and accessories for the entire wedding party, consumers visiting [www.davidsbridal.com](http://www.davidsbridal.com) can now browse the new David's Bridal for wedding favors, personalized gifts, keepsakes, gifts for their new home, honeymoon vacations, beauty and spa services, and more. David's Bridal understands that brides want a large selection of beautiful gowns and expect service and convenience. With the Vcommerce solution, David's Bridal is now able to offer a one-stop, positive purchasing experience for many wedding necessities.

"By leveraging our proven and flexible e-commerce solutions, we can help multichannel companies significantly increase customer satisfaction and take advantage of growing opportunities in online channels," said Vcommerce President Dan Kennedy. "Working with David's Bridal to expand and manage their online store translates into superior shopping experiences for their customers and greater efficiencies for their business. We're pleased that David's Bridal selected Vcommerce, and we look forward to growing this alliance."

### About Vcommerce

Vcommerce is the leading provider of on-demand commerce and fulfillment solutions for multichannel retailers and direct-to-consumer companies of all types. With nearly a decade of experience, Vcommerce counts two of the top three fastest-growing online retailers among its clients and has integrated thousands of suppliers and processed more than \$1 billion in goods for such leading merchants as Target, Overstock.com, Napster, eToys Direct, Univision.com and Sony Playstation(R). Companies choose Vcommerce for its proven flexible platform and Web-based management tools that enable them to confidently outsource some or all of their commerce chain functions, manage large-scale supplier and drop-ship integrations, and maintain visibility and control of their high-volume order traffic across disparate business systems and supplier networks.

For more information, please visit [www.vcommerce.com](http://www.vcommerce.com), or call 480-922-9922.

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# DAVID'S BRIDAL

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## DAVID'S BRIDAL FINDS THE PERFECT PROM DATE: CELEBRITY FASHION PHOTOGRAPHER NIGEL BARKER

**"America's Next Top Model" Judge Nigel Barker Reigns as Official Spokesperson for David's Bridal Prom 2008 and Shoots Second Prom Campaign**

**CONSHOHOCKEN, PA, January 14, 2008 / PRNewswire** – The hotter-than-ever "America's Next Top Model" judge, Nigel Barker, is taking on a new role as spokesperson for David's Bridal Prom 2008. Sharing his fashion expertise, Nigel will help girls achieve a sizzling look for the red carpet event of their high school life. And, for the second year in a row, the incredibly popular celebrity and fashion photographer Nigel Barker has brought David's Bridal's hip prom campaign to life in national magazines and online.

"It's great to be working with the leading prom authority once again and showcasing the hottest 2008 prom trends for this once in a lifetime experience," says Nigel. "David's fashionable collection has it all, so prom girls can dress up and get a picture-perfect look. Every girl deserves her chance in the limelight and David's Bridal will make one 'Glamour Girl's' dreams come true with her very own photo shoot."

### **Glamour Girl Contest: Win the Ultimate Star Treatment with Nigel**

With glamorous celebrity fashions topping the list as the ultimate inspiration when shopping for prom, David's Bridal is making girls' red carpet fantasies a reality! David's has launched a national "Glamour Girl" contest, wherein one lucky grand prize winner will get to practice her poses at a celebrity-style photo shoot with Nigel. Now through March 15 at Davidsprom.com, girls can submit a photo and short paragraph, or a video, on why they should be awarded the ultimate star treatment. For 10 weeks, one semifinalist will be announced weekly and the "prom court" will be narrowed to three finalists after an online vote March 18 – March 31. On April 8, Nigel will crown the "Glamour Girl," who will be awarded an unforgettable trip to New York City for the full celebrity experience. Not only will the winner be pampered by Nigel's "Glam Squad," including in-studio hair and makeup styling, but she will also receive a David's prom dress of her choice for an exclusive photo shoot with Nigel. Ten semifinalists will win a David's prom dress along with a \$50 gift certificate toward those perfect finishing touches.

### **Visualize Prom Perfection: Innovative Online Technology**

David's also just launched a new virtual prom fashion gallery, **Promtourage**, which lets girls bring their prom style to life before the big night. Not only can they "try on" hundreds of prom dresses and fashionable accessories from the Red Carpet Gallery, they can personalize their looks, change backgrounds and even invite friends to be part of their Promtourage scene. Visitors can also "virtually" shop for dresses (and matching tuxedos), chat with friends on the prom Message Board and email their favorite selections. When their one-of-a-kind look is set, girls can simply print out their shopping list and head to the nearest David's Bridal store to get everything they need, from head-to-toe, to be camera-ready for the hottest night of the year! In addition, style savvy girls can visit David's prom website for Nigel's expert tips and check out behind-the-scenes videos from the fashion shoot.

### **Turn Heads: New 2008 Collection at Davidsprom.com**

The new 2008 David's Bridal prom collection is now available to preview online and in stores, and select dresses will be sold on their website starting in February. Whether she envisions herself a modern fashionista or elegant princess, David's amazing selection of affordable and luxurious dresses, as well as coordinating accessories, suits any personality and style. Each month from now through April, one prom girl will also win her dream dress by registering on the David's Prom website.

Images as well as behind-the-scenes footage from the shoot are available for media upon request.

## Nordstrom direct sales top \$600 million in 2007

Nordstrom Inc. won't break out exact numbers for a few more weeks, but direct sales grew to more than \$600 million in 2007.

The company, No. 40 in the [Internet Retailer Top 500 Guide](#), says that almost all of its direct sales are generated by online shoppers. As a result, e-commerce sales grew by about 12% in 2007 and direct sales surpassed \$600 million. Nordstrom had direct sales of about \$555.5 million in 2006, the company says.

In comparison, Nordstrom also posted net earnings of \$715 million on revenue of \$8.82 billion, compared with net earnings of \$678 million on sales of \$8.56 billion in 2006. Comparable store sales for the year grew by 3.9%.

"We are very encouraged by the continued growth we experience with our direct business, which has grown to over \$600 million but this number under-represents the true value of the channel," says company president Blake Nordstrom. "We believe it's a great way to connect with our customers both as a convenience to serve their shopping needs and also as a way to reach new customers in a very efficient manner in existing markets where we have stores."

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## **Upscale shoppers gave Nordstrom the luxury of higher web sales in 2007**

The Internet and e-commerce led the way in sales growth for Nordstrom Inc. in 2007.

For the year, web sales rose by 14% to \$633 million from \$555.5 million in 2007. In comparison, total sales rose by 3% to \$8.82 billion from \$8.56 billion in the prior year while same store sales increased year-over-year by 3.9%.

In 2007, the web accounted for 7% of total sales vs. 6% of total revenue in 2006. "We are very encouraged by the continued growth we experienced with our direct business, which has grown to over \$600 million," Nordstrom president Blake Nordstrom told analysts on the company's recent year-end earnings call. "However, the number under-represents the true value of the channel."

Nordstrom, No. 40 in the [Internet Retailer Top 500 Guide](#), said better balance between the inventory in its stores and on its e-commerce site contributed to higher Internet sales. "The growth in our direct business was driven by our efforts to better align our online shopping environment with the customer experience in our stores," Nordstrom says in its recently filed annual report. "This includes aligning our merchandise offering with the stores to create a seamless experience for customers." •

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## Nordstrom introduces buy online/pick-up in-store

Having integrated all of its e-commerce and store inventory systems, Nordstrom Inc. is rolling out a buy online/pick-up in-store program.

Nordstrom is now testing the service with merchandise from its women's apparel, men's apparel, women's shoes and cosmetics departments. The retailer, No. 32 in the [Internet Retailer Top 500 Guide](#), plans to expand the program to all of its merchandise categories by September. Nordstrom will send customers a confirmation e-mail within one hour of receiving the online order during business hours. After receiving confirmation, customers may pick up their merchandise in the customer service department of a convenient store, says Nordstrom.

The retailer stocks an online inventory of about 83,000 SKUs and operates a network of 159 stores in 28 states. "We continue to find new ways to serve our customers better, no matter how they choose to shop with us," says Nordstrom president of stores Erik Nordstrom. "We've heard from our customers for some time now that they want this option and we're excited to be able to provide it for them."

Nordstrom, which spends about 8% of its annual capital expenditures on information technology, has taken steps of late to integrate web and store technology. "We recently completed a major technology project to integrate the inventory platforms of our retail and online businesses," Nordstrom president Blake Nordstrom told analysts on the company's recent first quarter earnings call. "Our vision is to have the breadth of Nordstrom's inventory investment from full-line stores and direct available to each customer at the point of sale. We believe this will improve customer service as well as improve the efficient use of inventory, our largest ongoing investment."

Nordstrom will count on the effective use of technology to help regain sales momentum. In the first quarter, total sales for Nordstrom decreased year-over-year by 3.8% to \$1.88 billion while comparable store sales dropped by 6.5%. The company did not break out e-commerce revenue in its first quarter earnings release. ●

## Q3 web sales grow 6.7% for Neiman Marcus

The web generated the only growth in sales for Neiman Marcus Inc. in the third quarter ended April 26, 2008.

In Q3, e-commerce revenue for Neiman Marcus rose by 6.7% to \$129.5 million from \$121.3 million in the prior year, but retail store sales dropped by 1.6% to \$893.6 million from \$908 million in Q3 of fiscal 2007. Net earnings and total sales also declined. For the third quarter, Neiman Marcus reported total revenue of \$1.06 billion, a decrease of 0.93% from \$1.07 billion in the third quarter of fiscal 2007. Net earnings also dropped year-over-year by 7% to \$55.3 million from \$59.5 million in Q3 of fiscal 2007.

For the first nine months of the fiscal year, Neiman Marcus, No. 37 in the [Internet Retailer Top 500 Guide](#), posted e-commerce sales of \$434.2 million, an increase of 14.8% from \$378.2 million for the same nine months in fiscal 2007. Overall Neiman Marcus put up net earnings of \$178.5 million on revenue of \$3.6 billion for the first nine months of its current fiscal year, compared with net earnings of \$127.8 million on revenue of \$3.4 billion in the prior year.

E-commerce accounted for 12% of total sales in the third quarter and the first nine months of fiscal 2008. •

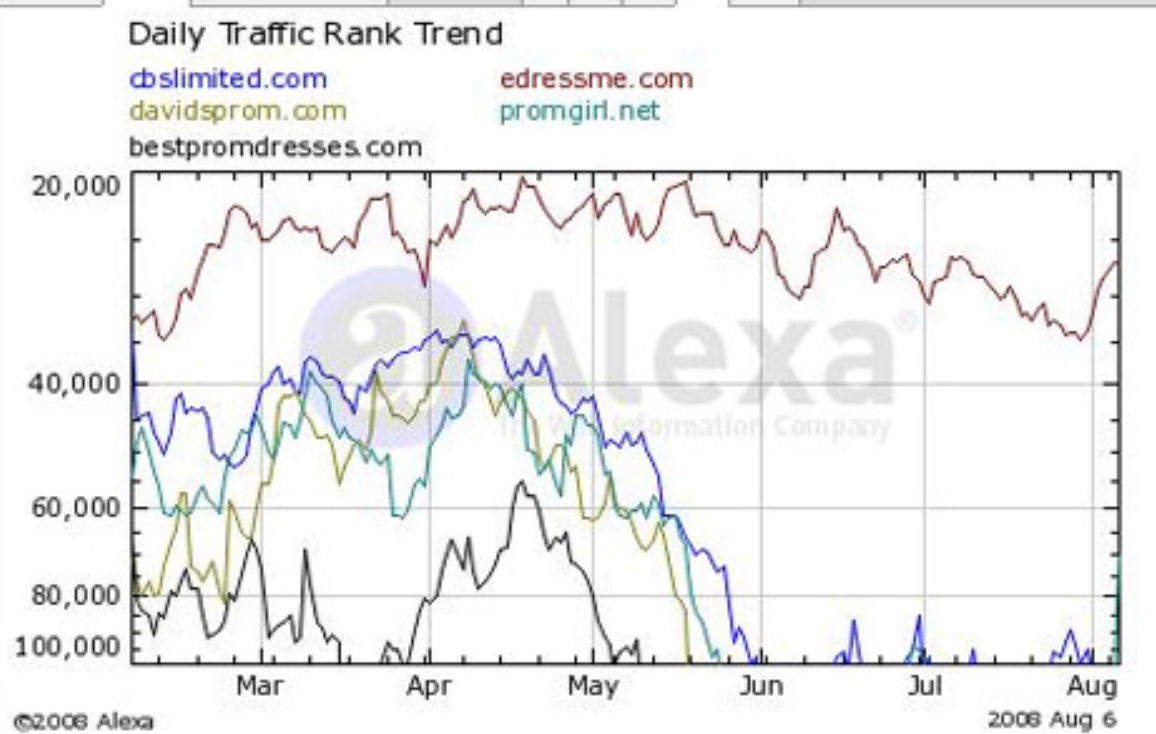
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## Movers & Shakers Traffic Graph

Sites that are zooming up the Alexa traffic rankings in the last week. [More about Movers & Shakers.](#)

Reach **Rank** Page Views Range: 7d 1m 3m **6m** max



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- [bestpromdresses.com](#)

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[View Traffic Details for edressme.com](#)



[View Traffic Details for davidsprom.com](#)



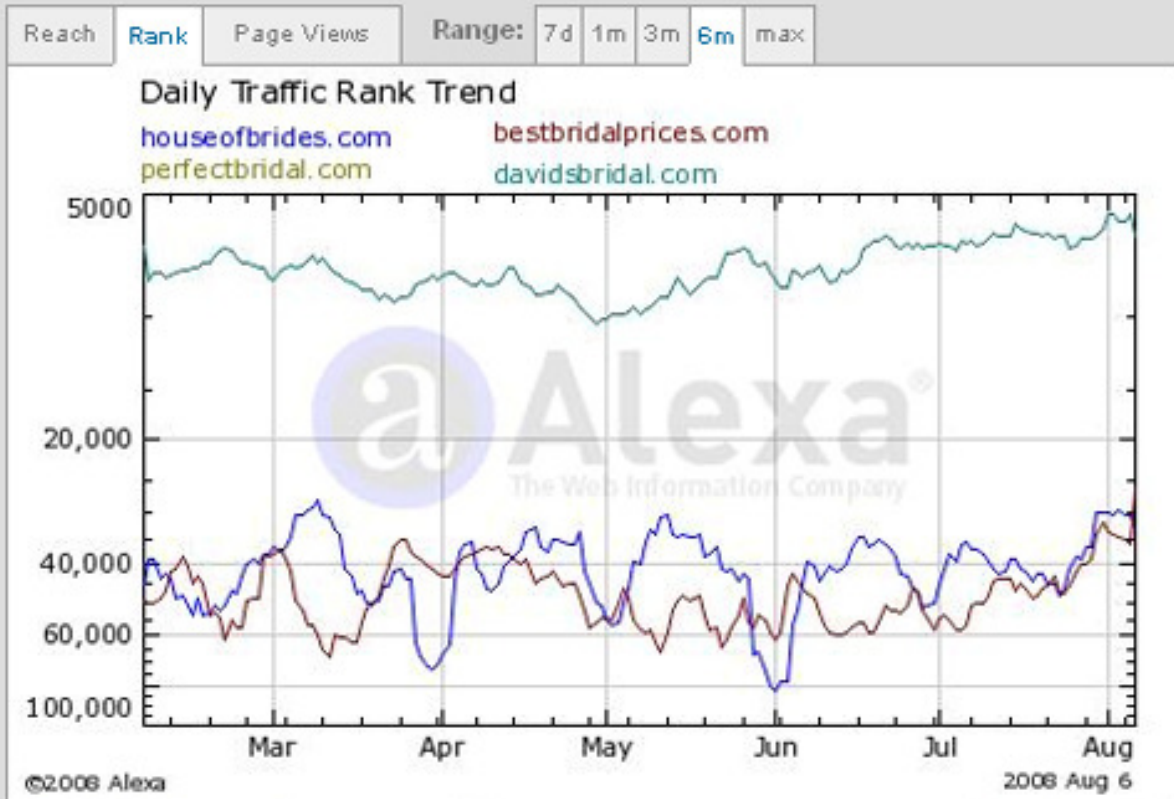
[View Traffic Details for promgirl.net](#)



[View Traffic Details for bestpromdresses.com](#)

## Movers & Shakers Traffic Graph

Sites that are zooming up the Alexa traffic rankings in the last week. [More about Movers & Shakers.](#)



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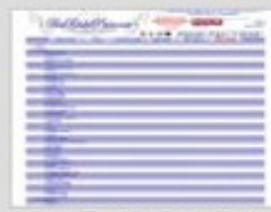
[Permalink](#)

- houseofbrides.com
- bestbridalprices.com
- perfectbridal.com
- davidsbridal.com
- 

[Compare Sites](#)



[View Traffic Details for houseofbrides.com](#)



[View Traffic Details for bestbridalprices.com](#)



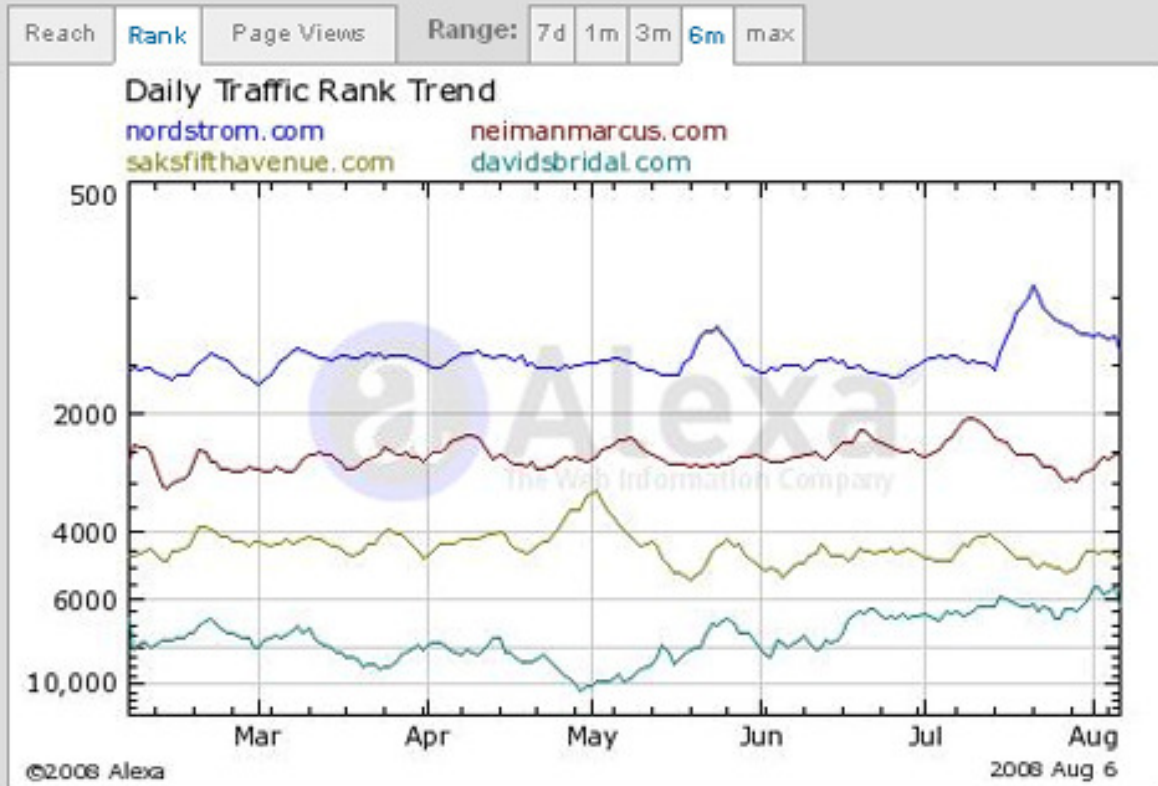
[View Traffic Details for perfectbridal.com](#)



[View Traffic Details for davidsbridal.com](#)

## Movers & Shakers Traffic Graph

Sites that are zooming up the Alexa traffic rankings in the last week. [More about Movers & Shakers.](#)



[Put this graph on your site!](#)

[Permalink](#)

- nordstrom.com
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