

Store fun is the highest rated attribute out of their experience, though all key attributes resonated positively

Brand and Store Experience Rating (5 pt. scale) Completely Completely disagree agree Brand X/ the store... Has fashionable products and styles 18-34 **Hudson Yards** 35+ Madison Ave. Yorkdale Southcoast Plaza Galleria 4.3 Has high quality products 18-34 **Hudson Yards** 35+ Madison Ave. Yorkdale Southcoast Plaza Galleria 4.7 Is a fun place to shop 18-34 Hudson Yards Madison Ave. Yorkdale Southcoast Plaza 4.8 Galleria 4.5 For people like me 18-34 **Hudson Yards** Madison Ave. Yorkdale



Southcoast Plaza

4.1

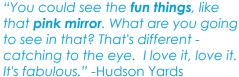
Galleria 4.0

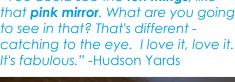
The colors and lighting employees, décor, music and everchanging products all contribute to making the store fun and welcoming for shoppers

Store Fun Avg. score, 5 pt. scale



"The atmosphere is really inviting and the products are really fun to look at. The displays, the lighting, the furniture and overall, the colors...it feels a little more fun than it did in the past, which felt more preppy whereas this is more whimsical and a little more current." -Hudson Yards











"The **music** and the **lights**, and there's always something new and different to look forward to." - South Coast Plaza



"The **people who work here** make it the most enjoyable experience. I can see the products online, but you want to come in for the experience." -South Coast Plaza

"Good people in the stores. They're very friendly, always look nice, and don't talk to me disrespectfully. I want to be spoken to like a lady. They don't speak to you in acronyms, not 'sure, yah, no problem', I don't need that." -Madison Ave.



"I came here once when I got my wallet and they had some pink lemonade and **incredible madeleines**. And also, when there's new styles, I like to see what animal is represented because they have the camel or the crab or the owl." -Houston Galleria



