



# 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)

Brand X/ the store...



# 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

4.8

*"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*

*"You could see the **fun things**, like that **pink mirror**. What are you going to see in that? That's different - catching to the eye. I love it, love it. It's fabulous." -Hudson Yards*



*"The colors and the displays, the neon signs." -Houston Galleria*



*"I like the window decorations and the pillows." -Yorkdale*



*"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*

