

WEEKLY RETAIL PROMO UPDATE



WHAT'S INSIDE




- Mother's Day is a big event for retailers, and stores are promoting gifts for moms of all types, offering discounts on women's clothing, handbags and jewelry.
- Home goods and kitchen appliances are also heavily featured in Mother's Day sales this week.



US PROMO YOY HIGHLIGHTS

RETAILER	2016	2015
MOTHER'S DAY SPECIALS <ul style="list-style-type: none"> This week, CVS is offering a sale on Mother's Day gifts, with discounts on everything from sweets to flowers to greeting cards and gift cards. The retailer is also featuring a special promotion on wines, spirits and beer. A year ago, CVS promoted similar items for Mother's Day, including fresh flowers, sweets, beauty products and gift cards. 	 <p>12 pages</p>	 <p>12 pages</p>
MOM—WOW HER <ul style="list-style-type: none"> Kmart is promoting a special Mother's Day sale that features jewelry, apparel, shoes, kitchen appliances, home goods, cleaning items and flowers. Last year, Kmart also offered a Mother's Day sale, with discounts on women's apparel, shoes, accessories, jewelry, kitchen appliances and home goods. The retailer promoted warm weather items such as metal frame pools and swings, too. 	 <p>12 pages</p>	 <p>23 pages</p>
COLOR MOM HAPPY <ul style="list-style-type: none"> This week, Target is promoting a Mother's Day gift sale on women's handbags, jewelry, shoes and apparel. Target is also offering discounts on some electronic devices and cameras. Last year, Target offered a similar Mother's Day sale on women's handbags, wallets, accessories, jewelry and watches. The store promoted a sale that featured Fitbit wristbands and cameras. 	 <p>28 pages</p>	 <p>28 pages</p>

WEEKLY **US** YOY COMPARISON

RETAILER	2016	2015
	<ul style="list-style-type: none"> What Mother Really Wants, the Ultimate Mother's Day Gift Guide: Alex and Ani, Michael Kors, Y-3, Marco Bicego, Rag & Bone and Article No. Buy online, pick up in store to get Mother's gift today 	<ul style="list-style-type: none"> Online Secret Sale, by Invite Only: Sale on Ippolita and Roberto Coin jewelry Take 20% off almost all women's shoes when buying two or more pairs 16 Hours Only: Save 25% on select prom dresses Drop a Hint This Mother's Day: One Haute Mama's Guide
	<ul style="list-style-type: none"> Mother's Day Sale: 40% off Worthington dresses; \$5 express shipping with purchase over \$75; up to 60% off select fine jewelry; 30%-40% off select women's fashion accessories Home Flash Sale: Extra 30% off with purchase of \$100 or more, or extra 25% off select home already reduced at up to 50% off, or extra 20% off select furniture, mattresses, custom blinds and shades In-Store and Online Super Saturday Sale: Spend \$25 and get \$10 off, or an extra 25% off for purchases of \$100 or more, or an extra 20% off for purchases of under \$100 Spend \$75 on gift cards or e-gift cards and get a \$10 off coupon 	<ul style="list-style-type: none"> Love Mom Sale: 40%–50% off Worthington dresses and apparel in select styles, including petites and women's sizes; 40%–50% off Liz Claiborne select styles, including petites and women's sizes
	<ul style="list-style-type: none"> Mother's Day Sale: \$10 off Mother's Day gifts with purchase of \$50 or more on select styles; extra 20% off select fine jewelry Reed: 25% off all Reed handbags, clothing and accessories for women Online Only Gold Star Final Clearance: Save up to 70%, and up to 80% on final clearance 	<ul style="list-style-type: none"> Love Mom Sale: 30% off all Milly for DesigNation Collection apparel for women and kids; 30% off fashion jewelry Two-Day Sale: 60%–65% off all fine jewelry and silver jewelry; 50% off women's handbags and wallets
	<ul style="list-style-type: none"> Online and In-Store Mother's Day Pop-Up Sale, 24-Hour Special: 70% off select fine jewelry; 40%–75% off select women's clothing; \$25 off select handbags with purchase of \$75 or more; 50% off select women's shoes; select watches on sale at \$49.99–\$99.99; KitchenAid stand mixers on sale at \$319.99; 50%–60% off select men's designer clothing; 50% off select women's sleepwear; 60% off select bed and bath Friends & Family Sale: Take an extra 25% off and free shipping at \$25 (excludes furniture and mattresses) 	<ul style="list-style-type: none"> Mother's Day Sale: 30%–50% off Lenox Butterfly Meadow china and gift with purchase; 40% off sleepwear gifts for Mom from Alfani, Nautica and more; 30%–50% off all fine jewelry and silver jewelry; extra 20% off with Macy's card Mother's Day Fragrance Book: No 5 Eau Première; Michael Kors Fragrance and Beauty Collection



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