



Crssd festival, San Diego, Ca

March 4, 2019

Another Golden Goods retail merchandising activation success just wrapped last weekend and the results were fairly stellar. Aside from an incredibly positive response to the completely re-designed store buildout, a 40% sales increase over prior year's gross sales fully justified the creative efforts and investment. Some notable highlights included dropping average line wait time, from approximately 45 minutes in 2018 to about 10 minutes, and selling out 700 bomber jackets in about 3 hours. Another milestone introduced to the Crssd festival guests for the first time was Golden goods' innovative 'ships direct' option for incredibly popular sold out items. Several hundred transactions for those items contributed to the weekend's merchandising success.

"The festival partners expressed incredibly encouraging support of the look and feel, along with the upgraded execution and quality of product offering, and of course the sales results ultimately took it all over the finish line--they were really a top notch team to work with, and have curated an amazingly unique event," said Jeffrey Levine, founder and creative director of Golden Goods.

