



CRSSD FESTIVAL GOES GOLDEN IN 2019

The Golden Goods retail merchandising activation last weekend at Crssd Festival just wrapped and the results were stellar.

A brand new design for our store build-outs received a hugely positive response at the venue, reinforced by a healthy 40% sales increase over previous years.

Festival-goers saw a drop in average line wait times from approximately 45 minutes in 2018 to about 10 minutes, and as a result, bomber jackets sold out in just 3 hours.

Another incentive introduced to Crssd festival patrons for the first time was the Golden Goods 'ships direct' option for all popular sold out items.

Several hundred transactions for those items contributed to the weekend's merchandising success.

"The festival partners expressed encouraging support regarding the look and feel of the store, along with the upgraded execution and quality of product offerings, 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 amazing, unique event" said Jeffrey Levine, Founder and Creative Director of Golden Goods USA.