



In Case You Missed It!

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Featured In

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“How the Apparel Industry Can Hold On for the Holidays”

**Sydnee Breuer, Executive Vice President,
Western Region Manager, Rosenthal & Rosenthal**

*Considering the condition of the United States economy, emergency relief and the loss of typical back-to-school revenue for this year, **California Apparel News** asked **finance-industry experts**: How should the apparel industry approach the final quarter of the year as we enter the holiday season?*

“While the economy remains challenged and inconsistent at best, the artificial stimuli (PPP and EIDL loans, extra unemployment benefits and the like) have certainly kept consumer spending up. It may not be on the trajectory expected pre-COVID-19, but the apparel industry has had some time to adapt and readjust its designs and factory orders, and that has made a difference.

The challenges facing the industry are still very much geographic, with certain parts of the country fully open and others still experiencing a significant level of shutdown. But there are some bright spots, especially among companies that have invested in their own e-commerce platforms and have sold to stores that also sell essential products.

The key to success in the apparel industry as we head into Q4 (as well as with other industries) is being as flexible and as nimble as possible. Inventory levels and expenses must be in line with a likely unpredictable and/or inconsistent holiday sales season. When you do get an order, you need to be sure the retailer will be able to pay the invoice when it’s due. With the number of retail bankruptcies on the rise, you’d be wise to have a factor or credit-insurance coverage in place to help mitigate your risk. But most important of all, stay safe and know we will get through this!”



Rosenthal & Rosenthal

For more information please contact:

Sydnee Breuer, Rosenthal & Rosenthal of California | D: 818-914-5904 | C:213-369-9054

<https://www.rosenthalinc.com/>