



*The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.*

March 4, 2022

## In Case You Missed It!

CFA Virtual Series: February 23, 2022

### **“Q & A With the Experts” (recap) The ‘New Normal’ of the Consumer Sector by Dana Telsey**

CFA was host to Dana Telsey, CEO of Telsey Advisory Group, for a virtual discussion defining the consumer ‘currents’ in the retail environment.

***Points made:***

- ‘Head winds’ include an increase in retail capital spending, higher numbers of store openings, more new brands...
- A new acronym - ‘PPP’...“Processes (*technology*), Purpose (*awareness of employees and sustainability*), Profit (*while delivering innovation*)”
- Retailers working on full-price sales, reducing SKUs by 50%, creating “retail ‘experiences”

**Comments from attendees of Dana’s presentation:**

*“Looking forward to more CFA events.”*

*“Dana was very knowledgeable and up-to-date with the topic at hand, worth my time.”*

*“Thanks for organizing the presentation by Dana Telsey - she seems very sharp and I liked her insights a lot.”*

*“Dana Telsey is very well rounded with apparel industry information and always worth listening to.”*



For the recording of the presentation, contact the CFA office [stacey@calfashion.org](mailto:stacey@calfashion.org)

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