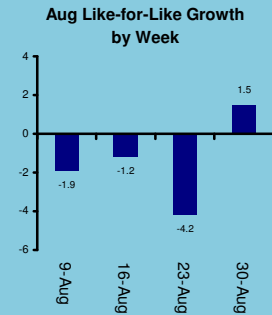


Overview

-1.4%

August 2008: -1.3%



Fashion

-2.6%

Aug 2008: -1.6%

Non-Fashion

+1.4%

Aug 2008: +2.7%

Homewares

+0.4%

Aug 2008: -8.5%

Signs of stability

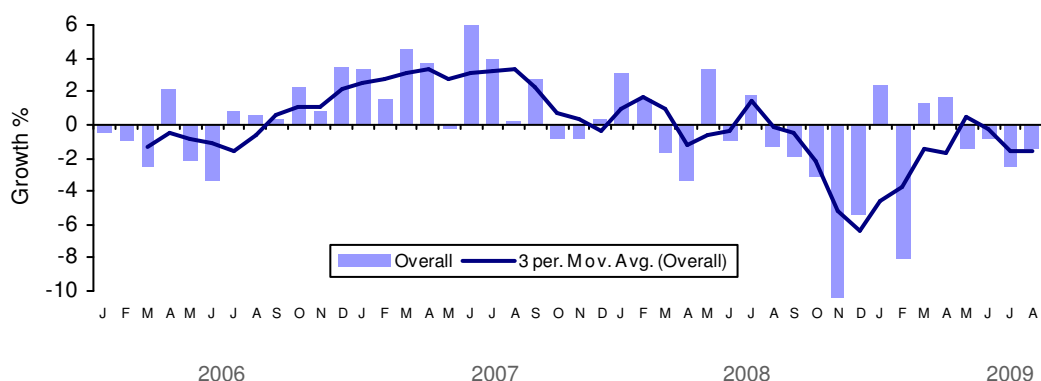
- Medium-sized retailers reported a small drop in high street sales during August, with **overall like-for-like sales falling by 1.4 per cent compared to last year**. Although this was the fourth consecutive decrease in monthly takings, underlying trends suggest overall demand is bottoming out.
- However, meaningful recovery still seems some way off. Demand is still heavily reliant on discounting, a situation we can't see changing in the run-up to Christmas. Trade also appears to have become exceedingly weather dependent.
- Fashion stores in particular were strongly influenced by these trends during August, with sales suffering due to a lack of meaningful discounting activity. The better weather also depressed footfall, with casual shoppers shunning autumn collections until the final week of the month.
- In other areas the recent good run of results continued. Non-fashion sales rose on the back of solid demand for luxury and leisure goods, while the resurgence in home-related demand carried on helped by the better housing market.
- Fashion retailers saw takings drop for a fourth month in a row during August, with like-for-like sales down 2.6 per cent.** It was a pretty lifeless month for most stores with trade suffering from a shortage of discounts and lower core footfall.
- Non-fashion like-for-likes increased by 1.4 per cent.** Luxury and leisure goods were the strongest performing categories. However, there were some signs of an easing of demand across the luxury sector, with the early start to Ramadan unhelpful in this respect.
- The July upturn in homewares continued into August, albeit against weak comparatives, with like-for-likes up 0.4 per cent.** Textile and DIY related purchases were strong, while furniture sales were also relatively solid.

The High Street Sales Tracker outlines weekly like-for-like sales changes of some 70 mid-tier retailers with c10,000 individual stores across **Fashion**: accessories, clothing, footwear. **Non-fashion**: general household goods, gifts, health & beauty, leisure goods. **Homewares**: cookware, furniture & floorcoverings, lighting, linen & textiles.

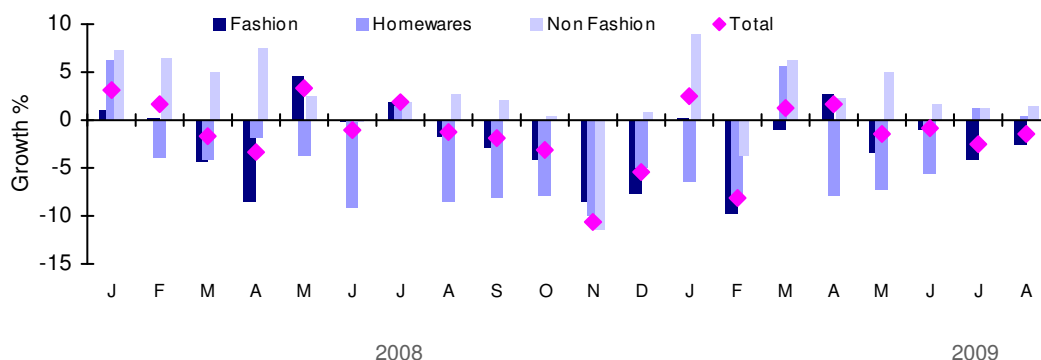
Weekly Like-for-Like Results August 2009

Like-for-like growth %	Wk 1 (w/e 9/8)	Wk 2 (w/e 16/8)	Wk 3 (w/e 23/8)	Wk 4 (w/e 30/8)	Total Aug
Fashion	-2.4	-2.5	-5.5	+0.1	-2.6
Non Fashion	-0.1	+2.0	-2.6	+4.7	+1.4
Homewares	-3.5	+0.1	+2.8	+1.9	+0.4
Overall	-1.9	-1.2	-4.2	+1.5	-1.4

Monthly Like-for-Like Results 2006-2009



Monthly Like-for-Like Results by Sector 2008-2009



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