

TrendFinder

TrendFinder is a new concept in trend reporting published exclusively on The Mallfinder Network.

By adding search capability, shoppers now have more options than ever to connect to your store. In addition to our GiftFinder, which facilitates keyword and brand searches, consumers may direct themselves to specific merchandise trends and ultimately your store.

Using the latest research by industry standards, such as Women's Wear Daily, Trendfinder directs product selection to enhance the shopping experience.

Use Trendfinder to drive consumers to your store. Additional participation with GiftFinder guarantees that shoppers will be introduced to your full product line.



① **Streamline your Merchandise Assortment**

Don't know which products to market online? Use Mallfinder's trend research reporting to direct your product selection.

Through RetailHub.com, you can connect to a report on the trends local malls will be promoting next season.

① **Highlight your Best Assets**

You've staked your reputation on being fashion-forward. Participation in TrendFinder is a must for any retailer whose merchandise is highlighted in magazines. Help your shoppers discover the latest fashion must-haves and gift trends.

① **Create New Sales**

Give customers a first-hand introduction to the brands and products you carry by categorizing your store among other similar merchants. Those unfamiliar with your brand have an additional chance to discover your merchandise.

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