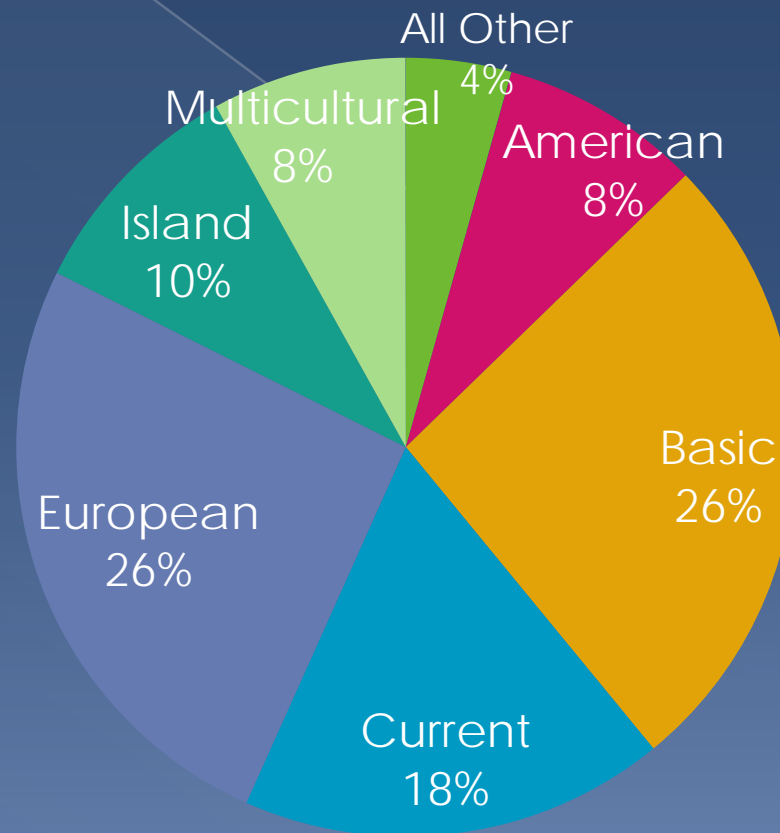


Product Type: Home Accent Pillows
Variable: Style Category
Analysis Range: Industry

Key Findings:

- ❑ Basic styles and European styles account for half of all Home Accent Pillows on the market.
- ❑ Current Styles are also popular, ranking third.
- ❑ American looks and Island looks account for about one in every ten Accent Pillows.

Home Accent Pillow Style Categories

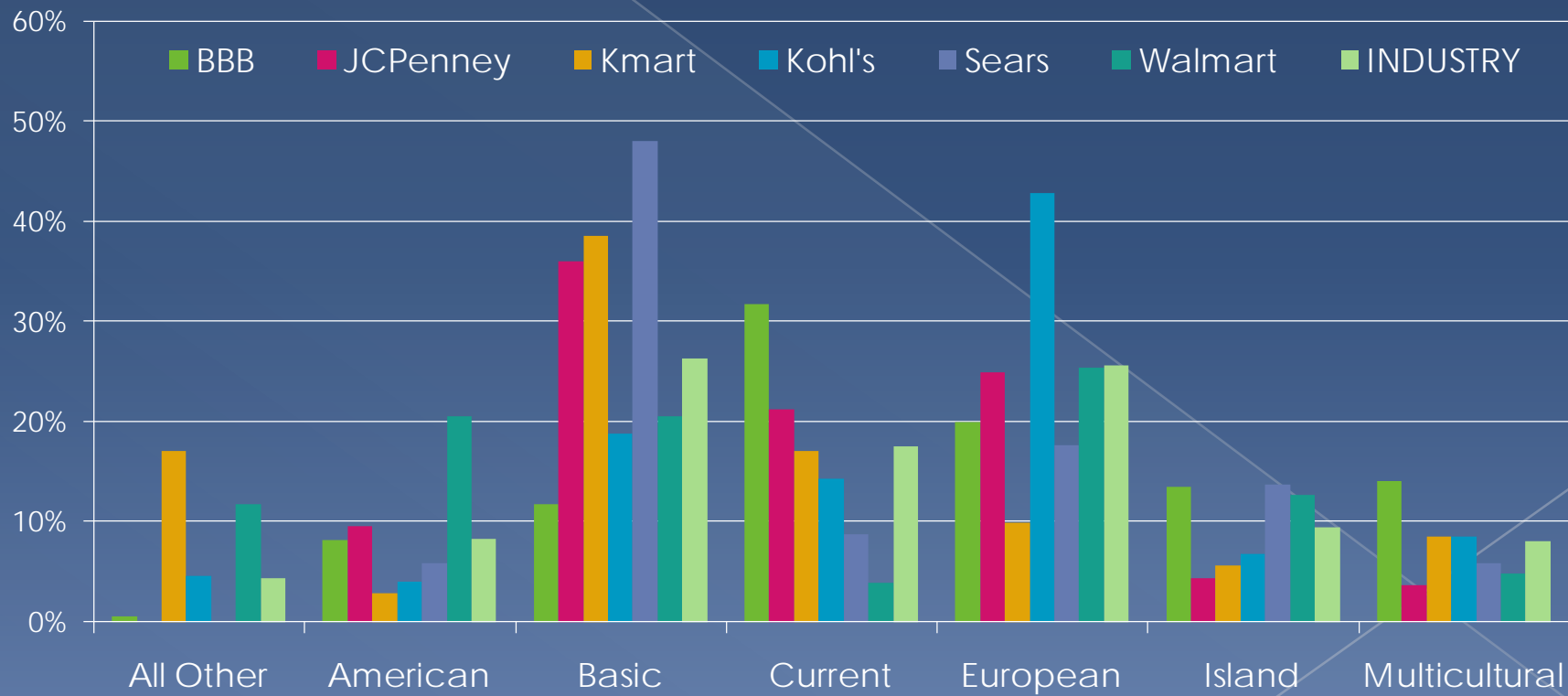


Product Type: Home Accent Pillows
Variable: Style Category
Analysis Range: Individual Retailers

Key Findings:

- ❑ Walmart over-assorted in American, highly under-assorted in Current.
- ❑ Walmart should be offering more Basics.
- ❑ Sears, Kmart, JCP excel in Basics.
- ❑ Kmart weak in European and Island.
- ❑ Sears does not provide a full array of Accent Pillow styles to consumers as nearly half the assortment is in Basics. In particular Sears is weak in Current and European.
- ❑ Kohl's uniquely focused on European.
- ❑ JCP weak in American, Island, and Multi-Cultural.

Home Accent Pillow Style Categories

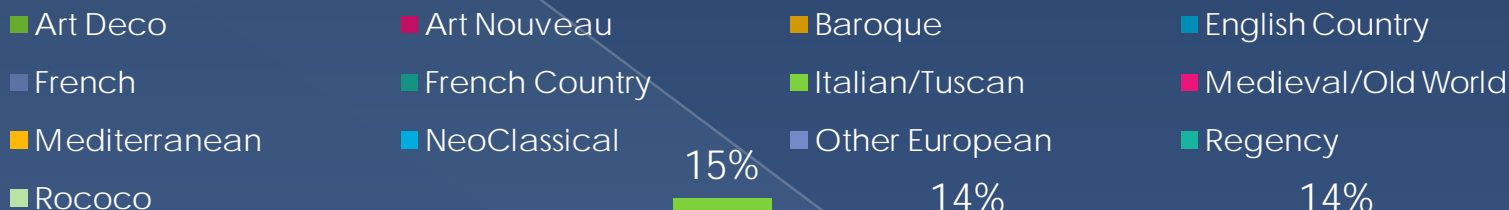


Product Type: Home Accent Pillows
Variable: European Styles
Analysis Range: Sears vs. Industry

Key Findings:

- ❑ Within European looks, a wide variety of styles are available to suit consumer's individual needs and tastes.
- ❑ Italian/Tuscan, Mediterranean, and Regency styles lead.
- ❑ A key retailer is under-assorted in European styles Accent Pillows, one of the leading styles available (tied for #1).
- ❑ They also have no offerings in Italian/Tuscan and indexes weak in Mediterranean.
- ❑ Is it your store? How does your assortment stack up?

Home Accent Pillow European Styles



INDUSTRY