

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	26,258	782	100.0%	100.0%
PIETS GARD	Total	4,109	134	15.6%	17.1%
	WwJerseyTops	1,783	64	6.8%	8.2%
	WwKnitwCardi	465	10	1.8%	1.3%
	WwKnitwJumper	462	12	1.8%	1.5%
	WwJerseyShirts	368	13	1.4%	1.7%
	WwSkrtPlain	307	11	1.2%	1.4%
	WwDressJersey	231	6	0.9%	0.8%
	WwJerseyTunic	230	9	0.9%	1.2%
	WwDressWoven	149	5	0.6%	0.6%
	WwSkrtPatt	39	1	0.1%	0.1%
	WwWovenTunic	39	1	0.1%	0.1%
	WwBtmsTrs	35	2	0.1%	0.3%
ESSENTIALS	Total	2,846	60	10.8%	7.7%
	WwBtmsJean	1,591	35	6.1%	4.5%
	WwBtmsTrs	794	16	3.0%	2.0%
	WwSkrtPlain	216	4	0.8%	0.5%
	WwSkrtPatt	156	3	0.6%	0.4%
	WwOutwCoat	88	2	0.3%	0.3%
FREE BIRD	Total	2,642	80	10.1%	10.2%
	WwJerseyShirts	436	11	1.7%	1.4%
	WwDressJersey	410	20	1.6%	2.6%
	WwKnitwJumper	376	14	1.4%	1.8%
	WwWovenShirts	329	6	1.3%	0.8%
	WwJerseyTunic	243	5	0.9%	0.6%
	WwKnitwCardi	236	7	0.9%	0.9%
	WwSkrtPlain	232	9	0.9%	1.2%
	WwWovenTops	196	3	0.7%	0.4%
	WwBtmsTrs	87	3	0.3%	0.4%
	WwOutwCoat	63	1	0.2%	0.1%
	WwSkrtPatt	35	1	0.1%	0.1%
CORE	Total	2,597	89	9.9%	11.4%
	WwJerseyTops	1,448	60	5.5%	7.7%
	WwWovenShirts	493	11	1.9%	1.4%
	WwJerseyShirts	269	10	1.0%	1.3%
	WwBtmsTrs	196	3	0.7%	0.4%
	WwDressWoven	130	2	0.5%	0.3%
	WwSkrtPatt	26	1	0.1%	0.1%
	WwBtmsJean	17	1	0.1%	0.1%
	WwBtmsPants	17	1	0.1%	0.1%
KNIT SHOP	Total	2,173	51	8.3%	6.5%
	WwKnitwCardi	1,271	31	4.8%	4.0%
	WwKnitwJumper	902	20	3.4%	2.6%
BOTANICAL	Total	2,005	39	7.6%	5.0%
	WwJerseyShirts	545	13	2.1%	1.7%
	WwKnitwCardi	381	6	1.5%	0.8%
	WwKnitwJumper	306	5	1.2%	0.6%
	WwWovenTops	279	5	1.1%	0.6%
	WwJerseyTops	169	5	0.6%	0.6%
	WwDressWoven	156	2	0.6%	0.3%
	WwWovenShirts	104	2	0.4%	0.3%
	WwDressJersey	65	1	0.2%	0.1%
FLUID LINE	Total	1,482	53	5.6%	6.8%
	WwJerseyTops	252	14	1.0%	1.8%
	WwKnitwCardi	206	6	0.8%	0.8%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
FLUID LINE	WwOutwCoat	156	2	0.6%	0.3%
	WwWovenTops	147	6	0.6%	0.8%
	WwDressJersey	137	4	0.5%	0.5%
	WwJerseyShirts	130	5	0.5%	0.6%
	WwKnitwJumper	122	4	0.5%	0.5%
	WwSkrtPatt	113	4	0.4%	0.5%
	WwJerseyTunic	78	3	0.3%	0.4%
	WwSkrtPlain	69	2	0.3%	0.3%
	WwBtmsTrs	61	2	0.2%	0.3%
	WwWovenShirts	14	1	0.1%	0.1%
	WwDressWoven	(4)		(0.0%)	n/a%
	Total	1,455	29	5.5%	3.7%
UTILITY	WwJerseyShirts	491	12	1.9%	1.5%
	WwDressJersey	411	6	1.6%	0.8%
	WwWovenShirts	278	5	1.1%	0.6%
	WwJerseyTops	210	5	0.8%	0.6%
	WwWovenTunic	65	1	0.2%	0.1%
	Total	1,198	16	4.6%	2.0%
OUTERWEAR	WwOutwCoat	1,198	16	4.6%	2.0%
	Total	856	32	3.3%	4.1%
TEE BAR	WwJerseyTops	856	32	3.3%	4.1%
	Total	756	33	2.9%	4.2%
TEE BAR D2	WwJerseyTops	756	33	2.9%	4.2%
	Total	718	27	2.7%	3.5%
STAY AT HM	WwBtmsTrs	310	8	1.2%	1.0%
	WwDressJersey	137	4	0.5%	0.5%
	WwBtmsPants	96	5	0.4%	0.6%
	WwJerseyTops	90	4	0.3%	0.5%
	WwJerseySwts	85	6	0.3%	0.8%
	Total	709	24	2.7%	3.1%
	WwDressJersey	148	5	0.6%	0.6%
CINNAMONT	WwSkrtPatt	133	5	0.5%	0.6%
	WwJerseyTops	95	4	0.4%	0.5%
	WwKnitwJumper	78	2	0.3%	0.3%
	WwJerseyShirts	61	2	0.2%	0.3%
	WwBtmsTrs	39	1	0.1%	0.1%
	WwDressWoven	39	1	0.1%	0.1%
	WwKnitwCardi	39	1	0.1%	0.1%
	WwWovenTunic	39	1	0.1%	0.1%
	WwOutwCoat	21	1	0.1%	0.1%
	WwWovenShirts	17	1	0.1%	0.1%
	Total	499	18	1.9%	2.3%
	WwDressWoven	101	3	0.4%	0.4%
	WwJerseyShirts	91	3	0.3%	0.4%
	WwDressJersey	78	3	0.3%	0.4%
MIDNIGHT G	WwKnitwCardi	78	3	0.3%	0.4%
	WwWovenTunic	56	2	0.2%	0.3%
	WwWovenTops	39	1	0.1%	0.1%
	WwJerseyTops	23	1	0.1%	0.1%
	WwBtmsTrs	17	1	0.1%	0.1%
	WwKnitwJumper	16	1	0.1%	0.1%
	WwSkrtPatt	n/a		n/a%	n/a%
	Total	494	18	1.9%	2.3%
	WwJerseyShirts	164	6	0.6%	0.8%
	WwJerseyTops	93	4	0.4%	0.5%
BEAUT CITY	WwOutwCoat	61	1	0.2%	0.1%
	WwSkrtPlain	43	2	0.2%	0.3%
	WwBtmsJean	42	2	0.2%	0.3%
	Total	494	18	1.9%	2.3%
	WwJerseyShirts	164	6	0.6%	0.8%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
BEAUT CITY	WwWovenShirts	35	1	0.1%	0.1%
	WwSkrtPatt	30	1	0.1%	0.1%
	WwWovenTops	26	1	0.1%	0.1%
MALIBAR	Total	373	8	1.4%	1.0%
	WwWovenShirts	312	6	1.2%	0.8%
	WwKnitwCardi	61	2	0.2%	0.3%
DRESS EDIT	Total	248	7	0.9%	0.9%
	WwDressJersey	248	7	0.9%	0.9%
FANTASY F	Total	199	12	0.8%	1.5%
	WwSgvSgv	199	12	0.8%	1.5%
SPOT CAT	Total	165	10	0.6%	1.3%
	WwSgvSgv	165	10	0.6%	1.3%
WARLI	Total	103	2	0.4%	0.3%
	WwWovenShirts	103	2	0.4%	0.3%
GROW Y OWN	Total	93	4	0.4%	0.5%
	WwJerseyTops	26	1	0.1%	0.1%
	WwSkrtPatt	23	1	0.1%	0.1%
	WwWovenTops	23	1	0.1%	0.1%
	WwKnitwJumper	22	1	0.1%	0.1%
ORIENTAL L	Total	85	6	0.3%	0.8%
	WwIntimNightw	85	6	0.3%	0.8%
KIDS D3	Total	78	7	0.3%	0.9%
	WwSgvSgv	78	7	0.3%	0.9%
ANIMAL T	Total	70	3	0.3%	0.4%
	WwSgvSgv	70	3	0.3%	0.4%
LOST PARIS	Total	70	7	0.3%	0.9%
	WwSgvSgv	70	7	0.3%	0.9%
VOLUME D2	Total	59	2	0.2%	0.3%
	WwKnitwCardi	59	2	0.2%	0.3%
TEA HOUSE	Total	48	3	0.2%	0.4%
	WwJerseyTops	44	3	0.2%	0.4%
	WwJerseyTunic	3		0.0%	n/a%
UTILITY RF	Total	43	1	0.2%	0.1%
	WwWovenTops	43	1	0.2%	0.1%
KIDS D1	Total	23	1	0.1%	0.1%
	WwSgvSgv	23	1	0.1%	0.1%
KIDS D2	Total	22	2	0.1%	0.3%
	WwSgvSgv	22	2	0.1%	0.3%
LINEN EDIT	Total	16	1	0.1%	0.1%
	WwJerseyTunic	16	1	0.1%	0.1%
KIDS S&B	Total	14	1	0.1%	0.1%
	WwSgvSgv	14	1	0.1%	0.1%
HOLIDAY	Total	10	1	0.0%	0.1%
	WwIntimSwimw	10	1	0.0%	0.1%
LETS DANCE	Total	4	1	0.0%	0.1%
	WwSgvSgv	4	1	0.0%	0.1%

Item L3 Desc	Item Desc	Item Colour	Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	Total	26,258	782	100.0%	100.0%
WwJerseyTops	Joan Jersey Shirt	NAT MLT	PIETS GARD		763	30	2.9%	3.8%
		BLUE MLT	CINNAMON T		52	2	0.2%	0.3%
	Cassie Crew Organic Tee	WASHED BLK	CORE		352	14	1.3%	1.8%
		BRIL WHITE	CORE		207	8	0.8%	1.0%
		NAT MLT	FLUID LINE		35	2	0.1%	0.3%
		NAVY MULTI	FLUID LINE		35	2	0.1%	0.3%
		MID YELLOW	CORE		17	1	0.1%	0.1%
		TAN PR	FLUID LINE		17	1	0.1%	0.1%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE		301	15	1.1%	1.9%
		NAT WHITE	CORE		136	6	0.5%	0.8%
		PINK MLT	PIETS GARD		90	4	0.3%	0.5%
	Petunia Pocket Tee	BLUE MLT	TEE BAR		333	10	1.3%	1.3%
		PINK MLT	TEE BAR D2		119	4	0.5%	0.5%
		MID GREEN	TEE BAR D2		41	2	0.2%	0.3%
		BRIL WHITE	TEE BAR D2		30	1	0.1%	0.1%
	Emb Petal Top	MID TEAL	PIETS GARD		508	13	1.9%	1.7%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2		257	11	1.0%	1.4%
		MID YELLOW	TEE BAR D2		111	5	0.4%	0.6%
		BLUE MLT	TEE BAR D2		61	3	0.2%	0.4%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD		266	11	1.0%	1.4%
	Utility Jersey Top	GREEN MLT	UTILITY		210	5	0.8%	0.6%
	Embroidered Tie Hem Tee	NAT WHITE	CORE		206	5	0.8%	0.6%
	Veronica Tee	NAVY MULTI	TEE BAR		152	5	0.6%	0.6%
		MID PINK	TEE BAR		52	2	0.2%	0.3%
	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR		135	4	0.5%	0.5%
		YELLOW MLT	TEE BAR		65	2	0.2%	0.3%
	Crochet Pocket Tee	DARK NAVY	BOTANICAL		103	3	0.4%	0.4%
		LGT YELLOW	BOTANICAL		65	2	0.2%	0.3%
	Neo Jersey Tee	NAVY ST	TEE BAR		50	4	0.2%	0.5%
		NAVY PL	TEE BAR		28	2	0.1%	0.3%
		WHITE PL	TEE BAR		14	1	0.1%	0.1%
		GRY ML PL	TEE BAR		13	1	0.1%	0.1%
	Cosy Jersey Top	DUS BLUE	PIETS GARD		78	3	0.3%	0.4%
		CHARC GREY	CORE		26	1	0.1%	0.1%
	Neo Tee	FR NAVY	TEE BAR D2		95	5	0.4%	0.6%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE		90	4	0.3%	0.5%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD		78	3	0.3%	0.4%
	Lou Lou Organic Shirt	WHITE MLT	CORE		78	3	0.3%	0.4%
	Dolman Jersey Tee	BLUE MLT	STAY AT HM		68	3	0.3%	0.4%
	Peony Puff Sleeve Tee	RED MLT	FLUID LINE		49	4	0.2%	0.5%
		BRIL WHITE	CORE		18	2	0.1%	0.3%
	Texture Flower Jersey Top	MID TEAL	BEAUT CITY		52	2	0.2%	0.3%
	Herb Garden Emb Jersey Tee	NAVY PL	CORE		23	1	0.1%	0.1%
		WHITE PL	CORE		23	1	0.1%	0.1%
	Summer Fruits Jersey Tee	WHITE MUL	TEA HOUSE		30	2	0.1%	0.3%
		YELLOW MLT	TEA HOUSE		14	1	0.1%	0.1%
	Crochet Trim Tee	NAT MLT	CINNAMON T		43	2	0.2%	0.3%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2		22	1	0.1%	0.1%
		WHITE MLT	TEE BAR D2		20	1	0.1%	0.1%
	Button Organic Textured Top	BLUE MLT	BEAUT CITY		41	2	0.2%	0.3%
	Belle Broderie Cuff Tee	BRIL WHITE	CORE		39	1	0.1%	0.1%
	Leaf Print Tuck Tee	NAT MLT	GROW Y OWN		26	1	0.1%	0.1%
	Lines Jersey Mix Top	MID RED	FLUID LINE		26	1	0.1%	0.1%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwJerseyTops	Beach Break Jersey Top	WHITE PL	CORE	25	2	0.1%	0.3%
	Colour Block Jersey Top	PINK MLT	STAY AT HM	23	1	0.1%	0.1%
	Spot Embroidered Tee	IVORY MLT	MIDNIGHT G	23	1	0.1%	0.1%
	Roxy Rib Tee	NAT MLT	CORE	17	1	0.1%	0.1%
	SS Daisy Jersey Tee	AQ TL M PR	TEE BAR	14	1	0.1%	0.1%
	Rosie Embroidered Jersey Tee	WHITE PL	CORE	(22)	-1	(0.1%)	(0.1%)
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	783	16	3.0%	2.0%
		MID CORAL	KNIT SHOP	136	3	0.5%	0.4%
		FR NAVY	KNIT SHOP	96	2	0.4%	0.3%
		MID GREEN	KNIT SHOP	48	1	0.2%	0.1%
	Pinewood Cardi	MID TEAL	PIETS GARD	430	9	1.6%	1.2%
	Mixy Stripe Long Line Cardi	BLUE MLT	BOTANICAL	242	4	0.9%	0.5%
	Colourblock Cardigan	MID TAN	FREE BIRD	236	7	0.9%	0.9%
	Mixy Plain Long Line Cardi	LGT YELLOW	BOTANICAL	139	2	0.5%	0.3%
	City Plain Crew Neck Cardigan	MID BLUE	KNIT SHOP	52	3	0.2%	0.4%
		DUS PINK	KNIT SHOP	35	2	0.1%	0.3%
		DEEP RED	KNIT SHOP	17	1	0.1%	0.1%
		MID RED	KNIT SHOP	17	1	0.1%	0.1%
		MID YELLOW	KNIT SHOP	17	1	0.1%	0.1%
	Lane Button Side Cardigan	DEEP RED	FLUID LINE	67	2	0.3%	0.3%
		DK GREEN	PIETS GARD	35	1	0.1%	0.1%
	City Colourblock Cardi	GREY	FLUID LINE	91	3	0.3%	0.4%
	Twinkle Jumper	MID PINK	MIDNIGHT G	78	3	0.3%	0.4%
	Cosy Rib Longline Cardigan	FR NAVY	KNIT SHOP	70	1	0.3%	0.1%
	Anchor Marl Cardi	SFT BTL GR	MALIBAR	61	2	0.2%	0.3%
	Ocean Cardi	BRT ORA	VOLUME D2	30	1	0.1%	0.1%
		OLIVE GRN	VOLUME D2	29	1	0.1%	0.1%
		MUS YEL PL	VOLUME D2	n/a		n/a%	n/a%
	Lola Longline Cardi	MID TAN	FLUID LINE	48	1	0.2%	0.1%
	Cinnamon Cable LL Cardigan	PALE IVORY	CINNAMON T	39	1	0.1%	0.1%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	413	10	1.6%	1.3%
		BLK MLT	PIETS GARD	274	9	1.0%	1.2%
		BRIL WHITE	BEAUT CITY	129	5	0.5%	0.6%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	296	7	1.1%	0.9%
		NAT MLT	BOTANICAL	206	5	0.8%	0.6%
	Fenella Shirt	PINK MLT	UTILITY	286	7	1.1%	0.9%
		MID GREEN	UTILITY	33	1	0.1%	0.1%
	Painting Shirt	PINK MLT	UTILITY	172	4	0.7%	0.5%
		NAVY PR	BOTANICAL	43	1	0.2%	0.1%
	Pom Trim Jersey Shirt	BRIL WHITE	CORE	61	2	0.2%	0.3%
		NAVY MULTI	CINNAMON T	61	2	0.2%	0.3%
		FR NAVY	CORE	38	1	0.1%	0.1%
		BLUE MLT	CORE	30	1	0.1%	0.1%
	Loganberry Collared Shirt	GREY MLT	MIDNIGHT G	91	3	0.3%	0.4%
		RED MLT	FLUID LINE	52	2	0.2%	0.3%
	LS Painting Jersey Shirt	GREY MLT	FLUID LINE	78	3	0.3%	0.4%
		RED MLT	BEAUT CITY	35	1	0.1%	0.1%
		NAVY MULTI	PIETS GARD	30	1	0.1%	0.1%
	Broderie Jersey Shirt	LGT BLUE	CORE	44	2	0.2%	0.3%
		NAT WHITE	CORE	44	1	0.2%	0.1%
	Mixed Media Top	BRT PINK	PIETS GARD	42	2	0.2%	0.3%
	Garden Path Jersey Shirt	WHITE PL	CORE	35	2	0.1%	0.3%
	Crocus Jersey Top	NAVY MULTI	PIETS GARD	23	1	0.1%	0.1%
	Della Jersey Top	YELLOW MLT	FREE BIRD	23	1	0.1%	0.1%
	Interest Front Pickle Shirt	NAVY PL	CORE	17	1	0.1%	0.1%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwJerseyShirts	Elm Jersey Shirt	PURPLE MLT	FLUID LINE	n/a		n/a%	n/a%
WwKnitwJumper	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	319	6	1.2%	0.8%
		BLUE MLT	KNIT SHOP	163	3	0.6%	0.4%
	Karina Jumper	LGT BLUE	PIETS GARD	271	7	1.0%	0.9%
	Olivia Jumper	BRT ORANGE	KNIT SHOP	143	3	0.5%	0.4%
		MID GREEN	KNIT SHOP	103	2	0.4%	0.3%
	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	245	12	0.9%	1.5%
	Cecily Jumper	BLUE MLT	BOTANICAL	194	3	0.7%	0.4%
	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	112	2	0.4%	0.3%
		TAN MULTI	KNIT SHOP	39	1	0.1%	0.1%
	Multi Stripe Jumper	PINK MLT	FREE BIRD	130	2	0.5%	0.3%
	Over the Rainbow jumper	GREY MLT	KNIT SHOP	96	2	0.4%	0.3%
	Piets Garden Stitch Mix Jumper	MID GREY	PIETS GARD	96	2	0.4%	0.3%
	Rib Sleeve Jumper	MID TAN	CINNAMON T	78	2	0.3%	0.3%
	Bark V-Neck Jumper	LGT NAT	PIETS GARD	78	2	0.3%	0.3%
	Urban Crew Neck Jumper	MID PURPLE	FLUID LINE	30	1	0.1%	0.1%
		MID RED	FLUID LINE	26	1	0.1%	0.1%
	Natasha Jumper	LGT BLUE	KNIT SHOP	52	1	0.2%	0.1%
		LGT YELLOW	KNIT SHOP	n/a	1	n/a%	0.1%
	Fluid Stripe Jumper	MID GREY	FLUID LINE	35	1	0.1%	0.1%
	Rainbow Jumper	TAN PR	KNIT SHOP	35	2	0.1%	0.3%
	Rib Patch Slash Neck Jumper	MID CORAL	FLUID LINE	30	1	0.1%	0.1%
	Lilly V Neck Cardigan	MID ORANGE	GROW Y OWN	22	1	0.1%	0.1%
	Olivia Stripe Jumper	MID CORAL	PIETS GARD	17	1	0.1%	0.1%
	Puff Sleeve Jumper	MID CHART	MIDNIGHT G	16	1	0.1%	0.1%
	Festive Fox Jumper	MINT GN PR	KNIT SHOP	(48)	-1	(0.2%)	(0.1%)
WwDressJersey	Sail Away Dress	BROWN MLT	FREE BIRD	257	14	1.0%	1.8%
	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	231	6	0.9%	0.8%
	Rene Dress	GREY MLT	UTILITY	200	3	0.8%	0.4%
	Willow Fairtrade Dress	GREY MLT	UTILITY	156	2	0.6%	0.3%
	Rae Dress	PINK MLT	FREE BIRD	153	6	0.6%	0.8%
	Felicity EcoVero Wrap Dress	RED MLT	FLUID LINE	137	4	0.5%	0.5%
	Aiken Eco Vero Dress	NAVY MULTI	DRESS EDIT	78	2	0.3%	0.3%
		ORANGE MLT	DRESS EDIT	39	1	0.1%	0.1%
	Tiered Sweat Dress	CHARC GREY	STAY AT HM	104	2	0.4%	0.3%
	Ives Dress	BROWN MLT	CINNAMON T	78	2	0.3%	0.3%
	Imogen Dress	GREY MLT	MIDNIGHT G	78	3	0.3%	0.4%
	Emily Dress	NAVY MULTI	CINNAMON T	69	3	0.3%	0.4%
	Spring Atlantic Dress	BROWN MLT	BOTANICAL	65	1	0.2%	0.1%
	3/4 Sleeve Tess Dress	NAVY MULTI	DRESS EDIT	35	1	0.1%	0.1%
		BLUE MLT	DRESS EDIT	26	1	0.1%	0.1%
	Esther Eco Vero Dress	GREEN MLT	UTILITY	55	1	0.2%	0.1%
	Sage Fairtrade Dress	TEAL MLT	DRESS EDIT	43	1	0.2%	0.1%
	Spotty Sweat Dress	GREY MLT	STAY AT HM	33	1	0.1%	0.1%
	Avery EcoVero Wrap Dress	TEAL PR	DRESS EDIT	26	1	0.1%	0.1%
	Cosy Sweat Dress	MID BLUE	STAY AT HM	n/a	1	n/a%	0.1%
	Elaina EcoVero Dress	PURPLE MLT	DRESS EDIT	n/a		n/a%	n/a%
WwWovenShirts	Emma Organic Shirt	PALE IVORY	CORE	360	7	1.4%	0.9%
		MID BLUE	CORE	47	1	0.2%	0.1%
	Sally Shirt	IVORY MLT	FREE BIRD	329	6	1.3%	0.8%
	Emi Spot Shirt	WHITE PL	MALIBAR	312	6	1.2%	0.8%
	Alaia Shirt	IVORY MLT	UTILITY	278	5	1.1%	0.6%
	Blue Skys Organic Shirt	BLUE MLT	BOTANICAL	104	2	0.4%	0.3%
	Emi Shirt	WHITE PL	WARLI	103	2	0.4%	0.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwWovenShirts	Emma Shirt	MID BLUE	CORE	52	1	0.2%	0.1%
	Cecily Organic Shirt	BLUE MLT	BEAUT CITY	35	1	0.1%	0.1%
	Kimmy Check Shirt	PINK MLT	CORE	35	2	0.1%	0.3%
	Della Shirt	PINK MLT	CINNAMON T	17	1	0.1%	0.1%
	Isabella Shirt	LGT PURPLE	FLUID LINE	14	1	0.1%	0.1%
WwBtmsJean	Jade Jegging Crop	LT DENIM	ESSENTIALS	139	3	0.5%	0.4%
		WHITE	ESSENTIALS	91	2	0.3%	0.3%
		DK DENIM	ESSENTIALS	48	1	0.2%	0.1%
	Straight Crop Jean	WHITE	ESSENTIALS	202	4	0.8%	0.5%
		MID DENIM	ESSENTIALS	49	2	0.2%	0.3%
	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	237	4	0.9%	0.5%
	Jade Jegging Jean	CCOAL	ESSENTIALS	96	2	0.4%	0.3%
		DK DENIM	ESSENTIALS	96	2	0.4%	0.3%
	Straight Crop	SPRNG P PL	ESSENTIALS	153	3	0.6%	0.4%
	Skinny Jean	MID DENIM	ESSENTIALS	91	2	0.3%	0.3%
		DK DENIM	ESSENTIALS	61	2	0.2%	0.3%
	Isla Cropped Jegging	LGT BLUE	ESSENTIALS	88	2	0.3%	0.3%
	Straight Jean	DK DENIM	ESSENTIALS	55	1	0.2%	0.1%
	Janey Jegging	PURE BLK	ESSENTIALS	48	1	0.2%	0.1%
	Jenny Jeggings	MID DENIM	ESSENTIALS	45	1	0.2%	0.1%
	Straight Stripe Crop Jean	PINK STR	ESSENTIALS	44	1	0.2%	0.1%
	Skye Twill Straight 7/8 Jean	LGT BROWN	BEAUT CITY	42	2	0.2%	0.3%
	Skye Straight 7/8 Jeans	BLK DENIM	ESSENTIALS	30	1	0.1%	0.1%
	Jodie Spot Ponte Jeggings	GREY MLT	ESSENTIALS	20	1	0.1%	0.1%
	Hazel Jegging Jean	BLACK	CORE	17	1	0.1%	0.1%
WwOutwCoat	Brooklyn Breton Blazer	NAVY BLUE	OUTERWEAR	328	4	1.2%	0.5%
	Bayeswater Parka	DARK NAVY	OUTERWEAR	287	2	1.1%	0.3%
	Dayton Denim Jacket	PURE BLK	OUTERWEAR	117	2	0.4%	0.3%
		DUS PINK	ESSENTIALS	88	2	0.3%	0.3%
	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	169	3	0.6%	0.4%
	Bailey Reversible Wool Coat	LIGHT GREY	FLUID LINE	156	2	0.6%	0.3%
	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	126	2	0.5%	0.3%
	Gowan Linen Blazer	SL GREY PL	OUTERWEAR	78	1	0.3%	0.1%
	DB Boucle Coat	DARK TAN	FREE BIRD	63	1	0.2%	0.1%
	Petra Parka	DK NAT	BEAUT CITY	61	1	0.2%	0.1%
	Betsy Denim Jacket	BLK DENIM	OUTERWEAR	59	1	0.2%	0.1%
	Flynn Padded Jacket	DARK NAVY	OUTERWEAR	33	1	0.1%	0.1%
	Brighton Borg Jacket	LGT NAT	CINNAMON T	21	1	0.1%	0.1%
WwBtmsTrs	Whitcombe Organic Slim Cord	MID TEAL	ESSENTIALS	308	6	1.2%	0.8%
		PURE BLK	ESSENTIALS	39	1	0.1%	0.1%
	Maison Linen Trouser	GREY PL	CORE	130	2	0.5%	0.3%
		DENIM BLUE	CORE	65	1	0.2%	0.1%
	Olivia Trouser	MID GREEN	STAY AT HM	130	3	0.5%	0.4%
		MID GREY	STAY AT HM	55	1	0.2%	0.1%
	Jodie Ponte Jeggings	DARK NAVY	ESSENTIALS	78	2	0.3%	0.3%
		PURE BLK	ESSENTIALS	78	2	0.3%	0.3%
	Straight Crop Jean	MID GREEN	ESSENTIALS	151	3	0.6%	0.4%
	Cosy Jogger	MID GREY	STAY AT HM	124	4	0.5%	0.5%
	Cord Utility Trouser	MID PINK	FREE BIRD	87	3	0.3%	0.4%
		DARK NAVY	ESSENTIALS	70	1	0.3%	0.1%
	Sussex Stretch Trousers	PURE BLK	ESSENTIALS	70	1	0.3%	0.1%
	Winona Wide Leg Check Trouser	BROWN PR	CINNAMON T	39	1	0.1%	0.1%
	Neptune Tapered Trouser	PURE BLK	FLUID LINE	35	1	0.1%	0.1%
	Davenport Baby Cord Trousers	DK GREEN	PIETS GARD	35	2	0.1%	0.3%
	Soft Check Culottes	GREY MLT	FLUID LINE	26	1	0.1%	0.1%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwBtmsTrs	Wide Leg Jacquard Trousers	PURE BLK	MIDNIGHT G	17	1	0.1%	0.1%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	232	9	0.9%	1.2%
	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	216	4	0.8%	0.5%
	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	169	5	0.6%	0.6%
	Canterbury Twill Skirt	KHAKI GRN	PIETS GARD	56	1	0.2%	0.1%
		DK NAT	BEAUT CITY	43	2	0.2%	0.3%
		PURE BLK	FLUID LINE	35	1	0.1%	0.1%
	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	47	3	0.2%	0.4%
	Neptune Skirt	PURE BLK	FLUID LINE	35	1	0.1%	0.1%
	Piets Tiered Midi Skirt	NAVY MULTI	PIETS GARD	35	2	0.1%	0.3%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	225	4	0.9%	0.5%
	Mixed Print Tunic	YELLOW MLT	FREE BIRD	196	3	0.7%	0.4%
	Maia Top	LGT PURPLE	FLUID LINE	104	4	0.4%	0.5%
		GREEN MLT	UTILITY RF	43	1	0.2%	0.1%
		BRT RED	FLUID LINE	43	2	0.2%	0.3%
	Eta Top	WHITE MLT	BOTANICAL	54	1	0.2%	0.1%
	Boathouse Top	YELLOW MLT	BEAUT CITY	52	2	0.2%	0.3%
	Phoebe Devore Top	CHART MLT	MIDNIGHT G	39	1	0.1%	0.1%
	Radish Top	MID ORANGE	GROW Y OWN	23	1	0.1%	0.1%
	Willa Top	MID DENIM	BEAUT CITY	(26)	-1	(0.1%)	(0.1%)
WwSgvSgv	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	87	5	0.3%	0.6%
	Lost in Paris 4 in 1 Puffer	GREEN MLT	SPOT CAT	61	2	0.2%	0.3%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	55	4	0.2%	0.5%
	Sofia Frill Jersey Tee	DARK NAVY	LOST PARIS	27	3	0.1%	0.4%
		DEEP PINK	LOST PARIS	19	2	0.1%	0.3%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	42	3	0.2%	0.4%
	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	35	3	0.1%	0.4%
	Gorilla 4in1 Reversible Puffer	NAVY MULTI	ANIMAL T	30	1	0.1%	0.1%
	Spot The Cat Jersey Dress	PINK MLT	SPOT CAT	28	2	0.1%	0.3%
	Woodland Gathering Midi Dress	TEAL MLT	FANTASY F	27	1	0.1%	0.1%
	Fun In The Sun Jersey Vest	RASB PINK	KIDS D3	17	2	0.1%	0.3%
		MG WHITE	KIDS D3	8	1	0.0%	0.1%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	24	2	0.1%	0.3%
	Milly Waterproof Mac	CLASSIC NA	KIDS D1	23	1	0.1%	0.1%
	Souvenir Stripe Jumper	GREEN MLT	ANIMAL T	23	1	0.1%	0.1%
	Denim Shorts	DENIM	KIDS D2	22	2	0.1%	0.3%
	Milla Elevated Woven Tee	MID PLUM	FANTASY F	20	1	0.1%	0.1%
	Surf's Up Shirt	MULTI PIN	KIDS D3	20	1	0.1%	0.1%
	Niko Cotton Cargo Trousers	KHAKI GRN	ANIMAL T	17	1	0.1%	0.1%
	Kids Star Tippet Scarf	GREEN MLT	LOST PARIS	14	1	0.1%	0.1%
	Pom Ears Hat	NATURAL	KIDS S&B	14	1	0.1%	0.1%
	Kids Fa La La Llama Hat	TEAL MLT	FANTASY F	10	1	0.0%	0.1%
	Kids Superhero Hat	DUS PINK	LOST PARIS	10	1	0.0%	0.1%
	Aloha Jersey Tee	MG WHITE	KIDS D3	9	1	0.0%	0.1%
	Mini Sienna Sparkle Tights	CHARC GREY	LETS DANCE	4	1	0.0%	0.1%
WwDressWoven	Eta Dress	NAVY MULTI	BOTANICAL	156	2	0.6%	0.3%
	Rua Shirt Dress	NAVY MULTI	PIETS GARD	104	3	0.4%	0.4%
	Bella Dress	PINK MLT	MIDNIGHT G	78	2	0.3%	0.3%
	Line Up Pinny Dress	DENIM PL	CORE	65	1	0.2%	0.1%
	Lothbury Denim Pinafore Dress	MID DENIM	CORE	65	1	0.2%	0.1%
	Darcy Cord Pinny	MID TEAL	PIETS GARD	45	2	0.2%	0.3%
	Lexi EcoVero Dress	BLUE MLT	CINNAMON T	39	1	0.1%	0.1%
	Tabetha Dress	TAN MULTI	FLUID LINE	39	1	0.1%	0.1%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwDressWoven	Himari EcoVero Dress	PURPLE MLT	MIDNIGHT G	23	1	0.1%	0.1%
	Camilla Dress	GREY MLT	FLUID LINE	(43)	-1	(0.2%)	(0.1%)
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	243	5	0.9%	0.6%
	Frill Neck Tunic	GREEN MLT	PIETS GARD	230	9	0.9%	1.2%
	Drop Waist Tunic	PURPLE MLT	FLUID LINE	78	3	0.3%	0.4%
	Bay Jersey Tunic	PINK PR	LINEN EDIT	16	1	0.1%	0.1%
	Teardrop Jersey Tunic	P AQ TL PT	TEA HOUSE	26	1	0.1%	0.1%
		ROSE RD PR	TEA HOUSE	(23)	-1	(0.1%)	(0.1%)
WwSkrtPatt	Camilla Denim Skirt	MID DENIM	ESSENTIALS	156	3	0.6%	0.4%
	Camilla Midi Skirt	GREY MLT	FLUID LINE	113	4	0.4%	0.5%
	Canterbury Organic Cord Skirt	MID GREY	PIETS GARD	39	1	0.1%	0.1%
		DARK NAVY	CINNAMON T	16	1	0.1%	0.1%
	Rumi Reversible Skirt	BLUE PR	CINNAMON T	52	2	0.2%	0.3%
	Cardamom Emb Denim Skirt	MID DENIM	CINNAMON T	39	1	0.1%	0.1%
	Portray Skirt	PINK MLT	FREE BIRD	35	1	0.1%	0.1%
	Matilda Skirt	NAVY MULTI	BEAUT CITY	30	1	0.1%	0.1%
	Chestern Burnout Skirt	NAVY PR	CORE	26	1	0.1%	0.1%
	Estelle Midi Skirt	NAT PR	CINNAMON T	26	1	0.1%	0.1%
	Sprouting Reversible Skirt	NAT MLT	GROW Y OWN	23	1	0.1%	0.1%
	Darcey Midi Skirt	BLK MLT	MIDNIGHT G	n/a		n/a%	n/a%
WwWovenTunic	Alaia Tunic	GREEN MLT	UTILITY	65	1	0.2%	0.1%
	Aloirie Tunic	BLK MLT	MIDNIGHT G	56	2	0.2%	0.3%
	Danika Tunic	NAVY MULTI	CINNAMON T	39	1	0.1%	0.1%
	Tilda Tunic	NAVY MUTLI	PIETS GARD	39	1	0.1%	0.1%
WwBtmsPants	HEART PRINT JOGGER	DK CORAL	STAY AT HM	96	5	0.4%	0.6%
	Jumping Lil Leggings	DK CHARCOA	CORE	17	1	0.1%	0.1%
WwJerseySwts	Cotton Sweat	CORAL PR	STAY AT HM	70	4	0.3%	0.5%
		PINK MLT	STAY AT HM	16	1	0.1%	0.1%
	Cotton Hooded Sweat	MID PINK	STAY AT HM	n/a	1	n/a%	0.1%
WwIntimNightw	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	33	3	0.1%	0.4%
	Layla Jersey PJ Top	GREY PR	ORIENTAL L	30	2	0.1%	0.3%
	Suri Woven PJ Bottoms	ORANGE MLT	ORIENTAL L	23	1	0.1%	0.1%
WwIntimSwimw	Vacation Tee	WHITE	HOLIDAY	10	1	0.0%	0.1%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	6,854	240	100.0%	100.0%
PIETS GARD	Total	918	37	13.4%	15.4%
	WwJerseyTops	258	11	3.8%	4.6%
	WwSkrtPlain	190	8	2.8%	3.3%
	WwJerseyShirts	160	6	2.3%	2.5%
	WwJerseyTunic	74	3	1.1%	1.3%
	WwDressWoven	71	3	1.0%	1.3%
	WwSkrtPatt	39	1	0.6%	0.4%
	WwWovenTunic	39	1	0.6%	0.4%
	WwKnitwCardi	35	1	0.5%	0.4%
	WwBtmsTrs	35	2	0.5%	0.8%
	WwKnitwJumper	17	1	0.3%	0.4%
KNIT SHOP	Total	682	21	10.0%	8.8%
	WwKnitwCardi	348	13	5.1%	5.4%
	WwKnitwJumper	334	8	4.9%	3.3%
BOTANICAL	Total	640	12	9.3%	5.0%
	WwKnitwJumper	187	3	2.7%	1.3%
	WwJerseyShirts	170	4	2.5%	1.7%
	WwKnitwCardi	139	2	2.0%	0.8%
	WwWovenTops	110	2	1.6%	0.8%
	WwJerseyTops	35	1	0.5%	0.4%
ESSENTIALS	Total	636	16	9.3%	6.7%
	WwBtmsJean	435	11	6.3%	4.6%
	WwBtmsTrs	112	3	1.6%	1.3%
	WwSkrtPlain	56	1	0.8%	0.4%
	WwOutwCoat	33	1	0.5%	0.4%
FREE BIRD	Total	601	15	8.8%	6.3%
	WwKnitwCardi	109	2	1.6%	0.8%
	WwWovenShirts	109	2	1.6%	0.8%
	WwDressJersey	104	3	1.5%	1.3%
	WwJerseyShirts	66	2	1.0%	0.8%
	WwOutwCoat	63	1	0.9%	0.4%
	WwBtmsTrs	61	2	0.9%	0.8%
	WwJerseyTunic	35	1	0.5%	0.4%
	WwSkrtPatt	35	1	0.5%	0.4%
	WwKnitwJumper	21	1	0.3%	0.4%
CORE	Total	595	25	8.7%	10.4%
	WwJerseyTops	335	17	4.9%	7.1%
	WwWovenShirts	134	4	2.0%	1.7%
	WwDressWoven	65	1	1.0%	0.4%
	WwJerseyShirts	61	3	0.9%	1.3%
STAY AT HM	Total	418	14	6.1%	5.8%
	WwBtmsTrs	217	5	3.2%	2.1%
	WwDressJersey	137	4	2.0%	1.7%
	WwJerseySwts	47	4	0.7%	1.7%
	WwBtmsPants	17	1	0.3%	0.4%
FLUID LINE	Total	347	11	5.1%	4.6%
	WwOutwCoat	87	1	1.3%	0.4%
	WwKnitwJumper	56	2	0.8%	0.8%
	WwJerseyTops	52	3	0.8%	1.3%
	WwKnitwCardi	48	1	0.7%	0.4%
	WwDressWoven	39	1	0.6%	0.4%
	WwSkrtPlain	35	1	0.5%	0.4%
	WwWovenTops	16	1	0.2%	0.4%
	WwWovenShirts	14	1	0.2%	0.4%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
FLUID LINE	WwJerseyShirts	n/a		n/a%	n/a%
UTILITY	Total	250	4	3.6%	1.7%
	WwDressJersey	143	2	2.1%	0.8%
	WwWovenTunic	65	1	1.0%	0.4%
	WwJerseyShirts	42	1	0.6%	0.4%
OUTERWEAR	Total	238	4	3.5%	1.7%
	WwOutwCoat	238	4	3.5%	1.7%
TEE BAR D2	Total	217	11	3.2%	4.6%
	WwJerseyTops	217	11	3.2%	4.6%
FANTASY F	Total	199	12	2.9%	5.0%
	WwSgvSgv	199	12	2.9%	5.0%
BEAUT CITY	Total	146	5	2.1%	2.1%
	WwJerseyShirts	39	1	0.6%	0.4%
	WwWovenShirts	35	1	0.5%	0.4%
	WwBtmsJean	26	1	0.4%	0.4%
	WwSkrtPlain	24	1	0.4%	0.4%
	WwJerseyTops	22	1	0.3%	0.4%
SPOT CAT	Total	141	8	2.1%	3.3%
	WwSgvSgv	141	8	2.1%	3.3%
TEE BAR	Total	140	5	2.0%	2.1%
	WwJerseyTops	140	5	2.0%	2.1%
CINNAMON T	Total	132	6	1.9%	2.5%
	WwJerseyTops	48	2	0.7%	0.8%
	WwJerseyShirts	30	1	0.4%	0.4%
	WwOutwCoat	21	1	0.3%	0.4%
	WwWovenShirts	17	1	0.3%	0.4%
	WwSkrtPatt	16	1	0.2%	0.4%
ORIENTAL L	Total	85	6	1.2%	2.5%
	WwIntimNightw	85	6	1.2%	2.5%
DRESS EDIT	Total	78	2	1.1%	0.8%
	WwDressJersey	78	2	1.1%	0.8%
KIDS D3	Total	78	7	1.1%	2.9%
	WwSgvSgv	78	7	1.1%	2.9%
ANIMAL T	Total	70	3	1.0%	1.3%
	WwSgvSgv	70	3	1.0%	1.3%
LOST PARIS	Total	61	6	0.9%	2.5%
	WwSgvSgv	61	6	0.9%	2.5%
MIDNIGHT G	Total	56	3	0.8%	1.3%
	WwDressWoven	23	1	0.3%	0.4%
	WwWovenTunic	17	1	0.3%	0.4%
	WwKnitwJumper	16	1	0.2%	0.4%
MALIBAR	Total	52	1	0.8%	0.4%
	WwWovenShirts	52	1	0.8%	0.4%
KIDS D1	Total	23	1	0.3%	0.4%
	WwSgvSgv	23	1	0.3%	0.4%
KIDS D2	Total	22	2	0.3%	0.8%
	WwSgvSgv	22	2	0.3%	0.8%
KIDS S&B	Total	14	1	0.2%	0.4%
	WwSgvSgv	14	1	0.2%	0.4%
HOLIDAY	Total	10	1	0.1%	0.4%
	WwIntimSwimw	10	1	0.1%	0.4%
LETS DANCE	Total	4	1	0.1%	0.4%
	WwSgvSgv	4	1	0.1%	0.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	6,854	240	100.0%	100.0%
WwJerseyTops	Poppy Frill Neck Organic Tee	MID BLUE	CORE	104	6	1.5%	2.5%
		PINK MLT	PIETS GARD	90	4	1.3%	1.7%
		NAT WHITE	CORE	61	3	0.9%	1.3%
	Cassie Crew Organic Tee	WASHED BLK	CORE	66	3	1.0%	1.3%
		BRIL WHITE	CORE	26	1	0.4%	0.4%
		MID YELLOW	CORE	17	1	0.3%	0.4%
		NAT MLT	FLUID LINE	17	1	0.3%	0.4%
		NAVY MULTI	FLUID LINE	17	1	0.3%	0.4%
		TAN PR	FLUID LINE	17	1	0.3%	0.4%
	Petunia Pocket Tee	MID GREEN	TEE BAR D2	41	2	0.6%	0.8%
		BRIL WHITE	TEE BAR D2	30	1	0.4%	0.4%
		BLUE MLT	TEE BAR	30	1	0.4%	0.4%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	78	3	1.1%	1.3%
	Nelly Notch Neck Tee	BLUE MLT	TEE BAR D2	39	2	0.6%	0.8%
		MID YELLOW	TEE BAR D2	23	1	0.3%	0.4%
		PINK MLT	TEE BAR D2	13	1	0.2%	0.4%
	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	67	2	1.0%	0.8%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	35	2	0.5%	0.8%
		BLUE MLT	CINNAMON T	26	1	0.4%	0.4%
	Neo Tee	FR NAVY	TEE BAR D2	49	3	0.7%	1.3%
	Embroidered Tie Hem Tee	NAT WHITE	CORE	43	1	0.6%	0.4%
	Emb Petal Top	MID TEAL	PIETS GARD	39	1	0.6%	0.4%
	Crochet Pocket Tee	LGT YELLOW	BOTANICAL	35	1	0.5%	0.4%
	Veronica Tee	NAVY MULTI	TEE BAR	30	1	0.4%	0.4%
	Button Organic Textured Top	BLUE MLT	BEAUT CITY	22	1	0.3%	0.4%
	Crochet Trim Tee	NAT MLT	CINNAMON T	22	1	0.3%	0.4%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2	22	1	0.3%	0.4%
	Peony Puff Sleeve Tee	BRIL WHITE	CORE	18	2	0.3%	0.8%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	16	1	0.2%	0.4%
	Neo Jersey Tee	GRY ML PL	TEE BAR	13	1	0.2%	0.4%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	118	3	1.7%	1.3%
		MID GREEN	KNIT SHOP	48	1	0.7%	0.4%
		MID CORAL	KNIT SHOP	43	1	0.6%	0.4%
	Mixy Plain Long Line Cardi	LGT YELLOW	BOTANICAL	139	2	2.0%	0.8%
	City Plain Crew Neck Cardigan	MID BLUE	KNIT SHOP	52	3	0.8%	1.3%
		DUS PINK	KNIT SHOP	35	2	0.5%	0.8%
		DEEP RED	KNIT SHOP	17	1	0.3%	0.4%
		MID RED	KNIT SHOP	17	1	0.3%	0.4%
		MID YELLOW	KNIT SHOP	17	1	0.3%	0.4%
	Colourblock Cardigan	MID TAN	FREE BIRD	109	2	1.6%	0.8%
	Lola Longline Cardi	MID TAN	FLUID LINE	48	1	0.7%	0.4%
	Lane Button Side Cardigan	DK GREEN	PIETS GARD	35	1	0.5%	0.4%
WwKnitwJumper	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	102	2	1.5%	0.8%
		BLUE MLT	KNIT SHOP	54	1	0.8%	0.4%
	Cecily Jumper	BLUE MLT	BOTANICAL	130	2	1.9%	0.8%
	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	56	1	0.8%	0.4%
		TAN MULTI	KNIT SHOP	39	1	0.6%	0.4%
	Natasha Jumper	LGT BLUE	KNIT SHOP	52	1	0.8%	0.4%
	Olivia Jumper	BRT ORANGE	KNIT SHOP	52	1	0.8%	0.4%
	Rainbow Jumper	TAN PR	KNIT SHOP	35	2	0.5%	0.8%
	Rib Patch Slash Neck Jumper	MID CORAL	FLUID LINE	30	1	0.4%	0.4%
	Urban Crew Neck Jumper	MID RED	FLUID LINE	26	1	0.4%	0.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwKnitwJumper	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	21	1	0.3%	0.4%
	Olivia Stripe Jumper	MID CORAL	PIETS GARD	17	1	0.3%	0.4%
	Puff Sleeve Jumper	MID CHART	MIDNIGHT G	16	1	0.2%	0.4%
WwSgvSgv	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	87	5	1.3%	2.1%
	Lost in Paris 4 in 1 Puffer	GREEN MLT	SPOT CAT	61	2	0.9%	0.8%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	55	4	0.8%	1.7%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	42	3	0.6%	1.3%
	Sofia Frill Jersey Tee	DARK NAVY	LOST PARIS	19	2	0.3%	0.8%
		DEEP PINK	LOST PARIS	19	2	0.3%	0.8%
	Gorilla 4in1 Reversible Puffer	NAVY MULTI	ANIMAL T	30	1	0.4%	0.4%
	Woodland Gathering Midi Dress	TEAL MLT	FANTASY F	27	1	0.4%	0.4%
	Fun In The Sun Jersey Vest	RASB PINK	KIDS D3	17	2	0.2%	0.8%
		MG WHITE	KIDS D3	8	1	0.1%	0.4%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	24	2	0.4%	0.8%
	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	24	2	0.4%	0.8%
	Milly Waterproof Mac	CLASSIC NA	KIDS D1	23	1	0.3%	0.4%
	Souvenir Stripe Jumper	GREEN MLT	ANIMAL T	23	1	0.3%	0.4%
	Denim Shorts	DENIM	KIDS D2	22	2	0.3%	0.8%
	Milla Elevated Woven Tee	MID PLUM	FANTASY F	20	1	0.3%	0.4%
	Surf's Up Shirt	MULTI PIN	KIDS D3	20	1	0.3%	0.4%
	Niko Cotton Cargo Trousers	KHAKI GRN	ANIMAL T	17	1	0.3%	0.4%
	Kids Star Tippet Scarf	GREEN MLT	LOST PARIS	14	1	0.2%	0.4%
	Pom Ears Hat	NATURAL	KIDS S&B	14	1	0.2%	0.4%
	Spot The Cat Jersey Dress	PINK MLT	SPOT CAT	14	1	0.2%	0.4%
	Kids Fa La La Llama Hat	TEAL MLT	FANTASY F	10	1	0.1%	0.4%
	Kids Superhero Hat	DUS PINK	LOST PARIS	10	1	0.1%	0.4%
	Aloha Jersey Tee	MG WHITE	KIDS D3	9	1	0.1%	0.4%
	Mini Sienna Sparkle Tights	CHARC GREY	LETS DANCE	4	1	0.1%	0.4%
WwJerseyShirts	Park Jersey Shirt	BLK MLT	PIETS GARD	91	3	1.3%	1.3%
		PINK MLT	FREE BIRD	43	1	0.6%	0.4%
		BRIL WHITE	BEAUT CITY	39	1	0.6%	0.4%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	83	2	1.2%	0.8%
		NAT MLT	BOTANICAL	43	1	0.6%	0.4%
	Pom Trim Jersey Shirt	BRIL WHITE	CORE	61	2	0.9%	0.8%
		NAVY MULTI	CINNAMON T	30	1	0.4%	0.4%
	Painting Shirt	NAVY PR	BOTANICAL	43	1	0.6%	0.4%
		PINK MLT	UTILITY	42	1	0.6%	0.4%
	LS Painting Jersey Shirt	NAVY MULTI	PIETS GARD	30	1	0.4%	0.4%
	Crocus Jersey Top	NAVY MULTI	PIETS GARD	23	1	0.3%	0.4%
	Della Jersey Top	YELLOW MLT	FREE BIRD	23	1	0.3%	0.4%
	Mixed Media Top	BRT PINK	PIETS GARD	16	1	0.2%	0.4%
	Broderie Jersey Shirt	LGT BLUE	CORE	n/a	1	n/a%	0.4%
	Elm Jersey Shirt	PURPLE MLT	FLUID LINE	n/a		n/a%	n/a%
WwDressJersey	Tiered Sweat Dress	CHARC GREY	STAY AT HM	104	2	1.5%	0.8%
	Willow Fairtrade Dress	GREY MLT	UTILITY	78	1	1.1%	0.4%
	Rae Dress	PINK MLT	FREE BIRD	69	2	1.0%	0.8%
	Rene Dress	GREY MLT	UTILITY	65	1	1.0%	0.4%
	Sage Fairtrade Dress	TEAL MLT	DRESS EDIT	43	1	0.6%	0.4%
	3/4 Sleeve Tess Dress	NAVY MULTI	DRESS EDIT	35	1	0.5%	0.4%
	Sail Away Dress	BROWN MLT	FREE BIRD	35	1	0.5%	0.4%
	Spotty Sweat Dress	GREY MLT	STAY AT HM	33	1	0.5%	0.4%
	Cosy Sweat Dress	MID BLUE	STAY AT HM	n/a	1	n/a%	0.4%
WwBtmsJean	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	122	2	1.8%	0.8%
	Jade Jegging Crop	DK DENIM	ESSENTIALS	48	1	0.7%	0.4%
		WHITE	ESSENTIALS	48	1	0.7%	0.4%
	Skinny Jean	DK DENIM	ESSENTIALS	30	1	0.4%	0.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwBtmsJean	Skinny Jean	MID DENIM	ESSENTIALS	30	1	0.4%	0.4%
	Jade Jegging Jean	DK DENIM	ESSENTIALS	48	1	0.7%	0.4%
	Jenny Jeggings	MID DENIM	ESSENTIALS	45	1	0.7%	0.4%
	Straight Stripe Crop Jean	PINK STR	ESSENTIALS	44	1	0.6%	0.4%
	Skye Twill Straight 7/8 Jean	LGT BROWN	BEAUT CITY	26	1	0.4%	0.4%
	Jodie Spot Ponte Jeggings	GREY MLT	ESSENTIALS	20	1	0.3%	0.4%
	Straight Crop Jean	MID DENIM	ESSENTIALS	n/a	1	n/a%	0.4%
WwOutwCoat	Dayton Denim Jacket	PURE BLK	OUTERWEAR	61	1	0.9%	0.4%
		DUS PINK	ESSENTIALS	33	1	0.5%	0.4%
	Bailey Reversible Wool Coat	LIGHT GREY	FLUID LINE	87	1	1.3%	0.4%
	Brooklyn Breton Blazer	NAVY BLUE	OUTERWEAR	83	1	1.2%	0.4%
	DB Boucle Coat	DARK TAN	FREE BIRD	63	1	0.9%	0.4%
	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	61	1	0.9%	0.4%
	Flynn Padded Jacket	DARK NAVY	OUTERWEAR	33	1	0.5%	0.4%
	Brighton Borg Jacket	LGT NAT	CINNAMON T	21	1	0.3%	0.4%
WwBtmsTrs	Olivia Trouser	MID GREEN	STAY AT HM	130	2	1.9%	0.8%
	Cosy Jogger	MID GREY	STAY AT HM	87	3	1.3%	1.3%
	Whitcombe Organic Slim Cord	PURE BLK	ESSENTIALS	39	1	0.6%	0.4%
		MID TEAL	ESSENTIALS	26	1	0.4%	0.4%
	Cord Utility Trouser	MID PINK	FREE BIRD	61	2	0.9%	0.8%
	Straight Crop Jean	MID GREEN	ESSENTIALS	47	1	0.7%	0.4%
	Davenport Baby Cord Trousers	DK GREEN	PIETS GARD	35	2	0.5%	0.8%
WwWovenShirts	Sally Shirt	IVORY MLT	FREE BIRD	109	2	1.6%	0.8%
	Emi Spot Shirt	WHITE PL	MALIBAR	52	1	0.8%	0.4%
	Emma Shirt	MID BLUE	CORE	52	1	0.8%	0.4%
	Emma Organic Shirt	MID BLUE	CORE	47	1	0.7%	0.4%
	Cecily Organic Shirt	BLUE MLT	BEAUT CITY	35	1	0.5%	0.4%
	Kimmy Check Shirt	PINK MLT	CORE	35	2	0.5%	0.8%
	Della Shirt	PINK MLT	CINNAMON T	17	1	0.3%	0.4%
	Isabella Shirt	LGT PURPLE	FLUID LINE	14	1	0.2%	0.4%
WwSkrtPlain	Canterbury Twill Skirt	KHAKI GRN	PIETS GARD	56	1	0.8%	0.4%
		PURE BLK	FLUID LINE	35	1	0.5%	0.4%
		DK NAT	BEAUT CITY	24	1	0.4%	0.4%
	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	56	1	0.8%	0.4%
	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	52	2	0.8%	0.8%
	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	47	3	0.7%	1.3%
	Piets Tiered Midi Skirt	NAVY MULTI	PIETS GARD	35	2	0.5%	0.8%
WwDressWoven	Lothbury Denim Pinafore Dress	MID DENIM	CORE	65	1	1.0%	0.4%
	Darcy Cord Pinny	MID TEAL	PIETS GARD	45	2	0.7%	0.8%
	Tabetha Dress	TAN MULTI	FLUID LINE	39	1	0.6%	0.4%
	Rua Shirt Dress	NAVY MULTI	PIETS GARD	26	1	0.4%	0.4%
	Himari EcoVero Dress	PURPLE MLT	MIDNIGHT G	23	1	0.3%	0.4%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	56	1	0.8%	0.4%
	Eta Top	WHITE MLT	BOTANICAL	54	1	0.8%	0.4%
	Maia Top	BRT RED	FLUID LINE	16	1	0.2%	0.4%
WwWovenTunic	Alaia Tunic	GREEN MLT	UTILITY	65	1	1.0%	0.4%
	Tilda Tunic	NAVY MUTLI	PIETS GARD	39	1	0.6%	0.4%
	Aloirie Tunic	BLK MLT	MIDNIGHT G	17	1	0.3%	0.4%
WwJerseyTunic	Frill Neck Tunic	GREEN MLT	PIETS GARD	74	3	1.1%	1.3%
	Florence Jersey Tunic	BROWN MLT	FREE BIRD	35	1	0.5%	0.4%
WwSkrtPatt	Canterbury Organic Cord Skirt	MID GREY	PIETS GARD	39	1	0.6%	0.4%
		DARK NAVY	CINNAMON T	16	1	0.2%	0.4%
	Portray Skirt	PINK MLT	FREE BIRD	35	1	0.5%	0.4%
WwIntimNightw	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	33	3	0.5%	1.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	30	2	0.4%	0.8%
	Suri Woven PJ Bottoms	ORANGE MLT	ORIENTAL L	23	1	0.3%	0.4%
WwJerseySwts	Cotton Sweat	CORAL PR	STAY AT HM	31	2	0.5%	0.8%
		PINK MLT	STAY AT HM	16	1	0.2%	0.4%
	Cotton Hooded Sweat	MID PINK	STAY AT HM	n/a	1	n/a%	0.4%
WwBtmsPants	HEART PRINT JOGGER	DK CORAL	STAY AT HM	17	1	0.3%	0.4%
WwIntimSwimw	Vacation Tee	WHITE	HOLIDAY	10	1	0.1%	0.4%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	493	12	100.0%	100.0%
UTILITY	Total	169	4	34.2%	33.3%
	WwJerseyShirts	112	3	22.7%	25.0%
	WwWovenShirts	56	1	11.5%	8.3%
BOTANICAL	Total	100	2	20.3%	16.7%
	WwWovenShirts	56	1	11.5%	8.3%
	WwJerseyShirts	43	1	8.8%	8.3%
WARLI	Total	51	1	10.3%	8.3%
	WwWovenShirts	51	1	10.3%	8.3%
ESSENTIALS	Total	48	1	9.7%	8.3%
	WwBtmsJean	48	1	9.7%	8.3%
KNIT SHOP	Total	46	1	9.3%	8.3%
	WwKnitwCardi	46	1	9.3%	8.3%
TEE BAR	Total	35	1	7.1%	8.3%
	WwJerseyTops	35	1	7.1%	8.3%
CORE	Total	25	1	5.1%	8.3%
	WwJerseyTops	25	1	5.1%	8.3%
TEE BAR D2	Total	20	1	4.0%	8.3%
	WwJerseyTops	20	1	4.0%	8.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	493	12	100.0%	100.0%
WwWovenShirts	Alaia Shirt	IVORY MLT	UTILITY	56	1	11.5%	8.3%
	Blue Skys Organic Shirt	BLUE MLT	BOTANICAL	56	1	11.5%	8.3%
	Emi Shirt	WHITE PL	WARLI	51	1	10.3%	8.3%
WwJerseyShirts	Fenella Shirt	PINK MLT	UTILITY	69	2	13.9%	16.7%
	Painting Shirt	PINK MLT	UTILITY	43	1	8.8%	8.3%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	8.8%	8.3%
WwJerseyTops	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	35	1	7.1%	8.3%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	25	1	5.1%	8.3%
	Neo Tee	FR NAVY	TEE BAR D2	20	1	4.0%	8.3%
WwBtmsJean	Jade Jegging Jean	CCOAL	ESSENTIALS	48	1	9.7%	8.3%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	46	1	9.3%	8.3%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	66	2	100.0%	100.0%
KNIT SHOP	Total	46	1	69.8%	50.0%
	WwKnitwCardi	46	1	69.8%	50.0%
TEE BAR D2	Total	20	1	30.2%	50.0%
	WwJerseyTops	20	1	30.2%	50.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	66	2	100.0%	100.0%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	46	1	69.8%	50.0%
WwJerseyTops	Neo Tee	FR NAVY	TEE BAR D2	20	1	30.2%	50.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	545	10	100.0%	100.0%
UTILITY	Total	185	3	33.9%	30.0%
	WwDressJersey	78	1	14.3%	10.0%
	WwWovenTunic	65	1	11.9%	10.0%
	WwJerseyShirts	42	1	7.6%	10.0%
BOTANICAL	Total	111	2	20.3%	20.0%
	WwKnitwCardi	56	1	10.4%	10.0%
	WwWovenTops	54	1	9.9%	10.0%
ESSENTIALS	Total	96	2	17.6%	20.0%
	WwBtmsJean	96	2	17.6%	20.0%
OUTERWEAR	Total	80	1	14.7%	10.0%
	WwOutwCoat	80	1	14.7%	10.0%
KNIT SHOP	Total	43	1	8.0%	10.0%
	WwKnitwCardi	43	1	8.0%	10.0%
TEE BAR	Total	30	1	5.6%	10.0%
	WwJerseyTops	30	1	5.6%	10.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	545	10	100.0%	100.0%
WwKnitwCardi	Mixy Stripe Long Line Cardi	BLUE MLT	BOTANICAL	56	1	10.4%	10.0%
	Lola Crew Neck Cardi	MID CORAL	KNIT SHOP	43	1	8.0%	10.0%
WwBtmsJean	Straight Crop	SPRNG P PL	ESSENTIALS	48	1	8.8%	10.0%
	Jade Jegging Jean	DK DENIM	ESSENTIALS	48	1	8.8%	10.0%
WwOutwCoat	Brooklyn Breton Blazer	NAVY BLUE	OUTERWEAR	80	1	14.7%	10.0%
WwDressJersey	Willow Fairtrade Dress	GREY MLT	UTILITY	78	1	14.3%	10.0%
WwWovenTunic	Alaia Tunic	GREEN MLT	UTILITY	65	1	11.9%	10.0%
WwWovenTops	Eta Top	WHITE MLT	BOTANICAL	54	1	9.9%	10.0%
WwJerseyShirts	Painting Shirt	PINK MLT	UTILITY	42	1	7.6%	10.0%
WwJerseyTops	Petunia Pocket Tee	BLUE MLT	TEE BAR	30	1	5.6%	10.0%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	252	5	100.0%	100.0%
UTILITY	Total	107	2	42.4%	40.0%
	WwWovenTunic	65	1	25.9%	20.0%
	WwJerseyShirts	42	1	16.5%	20.0%
BOTANICAL	Total	54	1	21.4%	20.0%
	WwWovenTops	54	1	21.4%	20.0%
ESSENTIALS	Total	48	1	19.0%	20.0%
	WwBtmsJean	48	1	19.0%	20.0%
KNIT SHOP	Total	43	1	17.2%	20.0%
	WwKnitwCardi	43	1	17.2%	20.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	252	5	100.0%	100.0%
WwWovenTunic	Alaia Tunic	GREEN MLT	UTILITY	65	1	25.9%	20.0%
WwWovenTops	Eta Top	WHITE MLT	BOTANICAL	54	1	21.4%	20.0%
WwBtmsJean	Jade Jegging Jean	DK DENIM	ESSENTIALS	48	1	19.0%	20.0%
WwKnitwCardi	Lola Crew Neck Cardi	MID CORAL	KNIT SHOP	43	1	17.2%	20.0%
WwJerseyShirts	Painting Shirt	PINK MLT	UTILITY	42	1	16.5%	20.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	988	30	100.0%	100.0%
PIETS GARD	Total	243	8	24.6%	26.7%
	WwJerseyTops	143	5	14.5%	16.7%
	WwJerseyShirts	61	2	6.2%	6.7%
	WwDressJersey	39	1	4.0%	3.3%
FREE BIRD	Total	174	3	17.6%	10.0%
	WwKnitwJumper	65	1	6.6%	3.3%
	WwWovenTops	65	1	6.6%	3.3%
	WwJerseyShirts	43	1	4.4%	3.3%
CORE	Total	101	4	10.2%	13.3%
	WwJerseyTops	101	4	10.2%	13.3%
KNIT SHOP	Total	100	2	10.1%	6.7%
	WwKnitwCardi	52	1	5.3%	3.3%
	WwKnitwJumper	48	1	4.8%	3.3%
FLUID LINE	Total	85	3	8.6%	10.0%
	WwDressJersey	33	1	3.3%	3.3%
	WwJerseyShirts	26	1	2.6%	3.3%
	WwWovenTops	26	1	2.6%	3.3%
BEAUT CITY	Total	76	3	7.6%	10.0%
	WwJerseyShirts	45	2	4.6%	6.7%
	WwSkrtPatt	30	1	3.1%	3.3%
OUTERWEAR	Total	56	1	5.7%	3.3%
	WwOutwCoat	56	1	5.7%	3.3%
MIDNIGHT G	Total	56	2	5.7%	6.7%
	WwJerseyShirts	30	1	3.1%	3.3%
	WwKnitwCardi	26	1	2.6%	3.3%
CINNAMONT	Total	26	1	2.6%	3.3%
	WwJerseyTops	26	1	2.6%	3.3%
GROW Y OWN	Total	26	1	2.6%	3.3%
	WwJerseyTops	26	1	2.6%	3.3%
STAY AT HM	Total	23	1	2.3%	3.3%
	WwJerseyTops	23	1	2.3%	3.3%
TEE BAR D2	Total	23	1	2.3%	3.3%
	WwJerseyTops	23	1	2.3%	3.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	988	30	100.0%	100.0%
WwJerseyTops	Joan Jersey Shirt	NAT MLT	PIETS GARD	78	3	7.9%	10.0%
		BLUE MLT	CINNAMON T	26	1	2.6%	3.3%
	Cassie Crew Organic Tee	WASHED BLK	CORE	52	2	5.3%	6.7%
		BRIL WHITE	CORE	26	1	2.6%	3.3%
	Emb Petal Top	MID TEAL	PIETS GARD	39	1	4.0%	3.3%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	26	1	2.6%	3.3%
	Leaf Print Tuck Tee	NAT MLT	GROW Y OWN	26	1	2.6%	3.3%
	Dolman Jersey Tee	BLUE MLT	STAY AT HM	23	1	2.3%	3.3%
	Herb Garden Emb Jersey Tee	WHITE PL	CORE	23	1	2.3%	3.3%
	Neo Tee	FR NAVY	TEE BAR D2	23	1	2.3%	3.3%
WwJerseyShirts	Park Jersey Shirt	BLK MLT	PIETS GARD	61	2	6.2%	6.7%
		BRIL WHITE	BEAUT CITY	45	2	4.6%	6.7%
		PINK MLT	FREE BIRD	43	1	4.4%	3.3%
	Loganberry Collared Shirt	GREY MLT	MIDNIGHT G	30	1	3.1%	3.3%
	LS Painting Jersey Shirt	GREY MLT	FLUID LINE	26	1	2.6%	3.3%
WwKnitwJumper	Multi Stripe Jumper	PINK MLT	FREE BIRD	65	1	6.6%	3.3%
	Festive Fox Jumper	MINT GN PR	KNIT SHOP	48	1	4.8%	3.3%
WwWovenTops	Mixed Print Tunic	YELLOW MLT	FREE BIRD	65	1	6.6%	3.3%
	Maia Top	LGT PURPLE	FLUID LINE	26	1	2.6%	3.3%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	52	1	5.3%	3.3%
	Twinkle Jumper	MID PINK	MIDNIGHT G	26	1	2.6%	3.3%
WwDressJersey	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	39	1	4.0%	3.3%
	Felicity EcoVero Wrap Dress	RED MLT	FLUID LINE	33	1	3.3%	3.3%
WwOutwCoat	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	56	1	5.7%	3.3%
WwSkrtPatt	Matilda Skirt	NAVY MULTI	BEAUT CITY	30	1	3.1%	3.3%

STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	2,096	55	100.0%	100.0%
PIETS GARD	Total	501	14	23.9%	25.5%
	WwJerseyTops	327	10	15.6%	18.2%
	WwKnitwCardi	96	2	4.6%	3.6%
	WwKnitwJumper	48	1	2.3%	1.8%
	WwJerseyShirts	30	1	1.4%	1.8%
FREE BIRD	Total	374	13	17.9%	23.6%
	WwDressJersey	104	5	5.0%	9.1%
	WwWovenTops	65	1	3.1%	1.8%
	WwKnitwJumper	63	3	3.0%	5.5%
	WwJerseyTunic	52	1	2.5%	1.8%
	WwJerseyShirts	43	1	2.1%	1.8%
	WwKnitwCardi	26	1	1.2%	1.8%
	WwSkrtPlain	21	1	1.0%	1.8%
CORE	Total	347	7	16.5%	12.7%
	WwBtmsTrs	196	3	9.3%	5.5%
	WwWovenShirts	99	2	4.7%	3.6%
	WwJerseyTops	52	2	2.5%	3.6%
ESSENTIALS	Total	220	4	10.5%	7.3%
	WwBtmsJean	116	2	5.5%	3.6%
	WwSkrtPatt	104	2	5.0%	3.6%
OUTERWEAR	Total	143	1	6.8%	1.8%
	WwOutwCoat	143	1	6.8%	1.8%
FLUID LINE	Total	118	5	5.6%	9.1%
	WwSkrtPatt	43	2	2.1%	3.6%
	WwJerseyShirts	26	1	1.2%	1.8%
	WwJerseyTunic	26	1	1.2%	1.8%
	WwJerseyTops	23	1	1.1%	1.8%
KNIT SHOP	Total	100	2	4.8%	3.6%
	WwKnitwCardi	100	2	4.8%	3.6%
WARLI	Total	52	1	2.5%	1.8%
	WwWovenShirts	52	1	2.5%	1.8%
TEE BAR	Total	49	2	2.3%	3.6%
	WwJerseyTops	49	2	2.3%	3.6%
TEE BAR D2	Total	49	2	2.3%	3.6%
	WwJerseyTops	49	2	2.3%	3.6%
BOTANICAL	Total	43	1	2.1%	1.8%
	WwJerseyShirts	43	1	2.1%	1.8%
CINNAMON T	Total	39	1	1.9%	1.8%
	WwDressJersey	39	1	1.9%	1.8%
DRESS EDIT	Total	39	1	1.9%	1.8%
	WwDressJersey	39	1	1.9%	1.8%
BEAUT CITY	Total	23	1	1.1%	1.8%
	WwJerseyShirts	23	1	1.1%	1.8%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	2,096	55	100.0%	100.0%
WwJerseyTops	Emb Petal Top	MID TEAL	PIETS GARD	235	6	11.2%	10.9%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	77	3	3.7%	5.5%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	52	2	2.5%	3.6%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	26	1	1.2%	1.8%
		MID YELLOW	TEE BAR D2	23	1	1.1%	1.8%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	35	1	1.7%	1.8%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	23	1	1.1%	1.8%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	16	1	0.7%	1.8%
WwKnitwCardi	Neo Jersey Tee	NAVY PL	TEE BAR	14	1	0.7%	1.8%
	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	52	1	2.5%	1.8%
		FR NAVY	KNIT SHOP	48	1	2.3%	1.8%
	Pinewood Cardi	MID TEAL	PIETS GARD	96	2	4.6%	3.6%
	Colourblock Cardigan	MID TAN	FREE BIRD	26	1	1.2%	1.8%
WwBtmsTrs	Maison Linen Trouser	GREY PL	CORE	130	2	6.2%	3.6%
		DENIM BLUE	CORE	65	1	3.1%	1.8%
WwDressJersey	Sail Away Dress	BROWN MLT	FREE BIRD	83	4	4.0%	7.3%
	Aiken Eco Vero Dress	NAVY MULTI	DRESS EDIT	39	1	1.9%	1.8%
	Ives Dress	BROWN MLT	CINNAMON T	39	1	1.9%	1.8%
	Rae Dress	PINK MLT	FREE BIRD	21	1	1.0%	1.8%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	2.1%	1.8%
		BLK MLT	PIETS GARD	30	1	1.4%	1.8%
		BRIL WHITE	BEAUT CITY	23	1	1.1%	1.8%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	2.1%	1.8%
	Loganberry Collared Shirt	RED MLT	FLUID LINE	26	1	1.2%	1.8%
WwWovenShirts	Emma Organic Shirt	PALE IVORY	CORE	99	2	4.7%	3.6%
	Emi Shirt	WHITE PL	WARLI	52	1	2.5%	1.8%
WwSkrtPatt	Camilla Denim Skirt	MID DENIM	ESSENTIALS	104	2	5.0%	3.6%
	Camilla Midi Skirt	GREY MLT	FLUID LINE	43	2	2.1%	3.6%
WwOutwCoat	Bayeswater Parka	DARK NAVY	OUTERWEAR	143	1	6.8%	1.8%
WwBtmsJean	Skinny Jean	MID DENIM	ESSENTIALS	61	1	2.9%	1.8%
	Straight Jean	DK DENIM	ESSENTIALS	55	1	2.6%	1.8%
WwKnitwJumper	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	63	3	3.0%	5.5%
	Piets Garden Stitch Mix Jumper	MID GREY	PIETS GARD	48	1	2.3%	1.8%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	52	1	2.5%	1.8%
	Drop Waist Tunic	PURPLE MLT	FLUID LINE	26	1	1.2%	1.8%
WwWovenTops	Mixed Print Tunic	YELLOW MLT	FREE BIRD	65	1	3.1%	1.8%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	21	1	1.0%	1.8%

STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	455	8	100.0%	100.0%
BOTANICAL	Total	191	3	42.0%	37.5%
	WwDressWoven	78	1	17.2%	12.5%
	WwKnitwJumper	65	1	14.3%	12.5%
	WwWovenShirts	48	1	10.5%	12.5%
KNIT SHOP	Total	104	2	22.9%	25.0%
	WwKnitwJumper	56	1	12.4%	12.5%
	WwKnitwCardi	48	1	10.5%	12.5%
CORE	Total	65	1	14.3%	12.5%
	WwDressWoven	65	1	14.3%	12.5%
MALIBAR	Total	51	1	11.3%	12.5%
	WwWovenShirts	51	1	11.3%	12.5%
FREE BIRD	Total	43	1	9.5%	12.5%
	WwJerseyShirts	43	1	9.5%	12.5%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	455	8	100.0%	100.0%
WwDressWoven	Eta Dress	NAVY MULTI	BOTANICAL	78	1	17.2%	12.5%
	Lothbury Denim Pinafore Dress	MID DENIM	CORE	65	1	14.3%	12.5%
WwKnitwJumper	Cecily Jumper	BLUE MLT	BOTANICAL	65	1	14.3%	12.5%
	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	56	1	12.4%	12.5%
WwWovenShirts	Emi Spot Shirt	WHITE PL	MALIBAR	51	1	11.3%	12.5%
	Blue Skys Organic Shirt	BLUE MLT	BOTANICAL	48	1	10.5%	12.5%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	48	1	10.5%	12.5%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	9.5%	12.5%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	130	2	100.0%	100.0%
BOTANICAL	Total	65	1	50.0%	50.0%
	WwKnitwJumper	65	1	50.0%	50.0%
CORE	Total	65	1	50.0%	50.0%
	WwDressWoven	65	1	50.0%	50.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	130	2	100.0%	100.0%
WwDressWoven	Lothbury Denim Pinafore Dress	MID DENIM	CORE	65	1	50.0%	50.0%
WwKnitwJumper	Cecily Jumper	BLUE MLT	BOTANICAL	65	1	50.0%	50.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,034	21	100.0%	100.0%
UTILITY	Total	300	5	29.0%	23.8%
	WwDressJersey	213	3	20.6%	14.3%
	WwJerseyShirts	43	1	4.2%	4.8%
	WwJerseyTops	43	1	4.2%	4.8%
BOTANICAL	Total	139	3	13.4%	14.3%
	WwJerseyShirts	83	2	8.0%	9.5%
	WwWovenTops	56	1	5.5%	4.8%
TEE BAR	Total	130	4	12.5%	19.0%
	WwJerseyTops	130	4	12.5%	19.0%
OUTERWEAR	Total	122	2	11.8%	9.5%
	WwOutwCoat	122	2	11.8%	9.5%
FREE BIRD	Total	122	2	11.8%	9.5%
	WwSkrtPlain	65	1	6.3%	4.8%
	WwWovenShirts	56	1	5.5%	4.8%
KNIT SHOP	Total	106	2	10.3%	9.5%
	WwKnitwJumper	106	2	10.3%	9.5%
ESSENTIALS	Total	52	1	5.0%	4.8%
	WwSkrtPatt	52	1	5.0%	4.8%
CORE	Total	38	1	3.6%	4.8%
	WwJerseyShirts	38	1	3.6%	4.8%
TEE BAR D2	Total	26	1	2.5%	4.8%
	WwJerseyTops	26	1	2.5%	4.8%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,034	21	100.0%	100.0%
WwDressJersey	Rene Dress	GREY MLT	UTILITY	135	2	13.0%	9.5%
	Willow Fairtrade Dress	GREY MLT	UTILITY	78	1	7.6%	4.8%
WwJerseyTops	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	66	2	6.4%	9.5%
		YELLOW MLT	TEE BAR	30	1	2.9%	4.8%
	Utility Jersey Top	GREEN MLT	UTILITY	43	1	4.2%	4.8%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	33	1	3.2%	4.8%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	26	1	2.5%	4.8%
WwJerseyShirts	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	83	2	8.0%	9.5%
	Painting Shirt	PINK MLT	UTILITY	43	1	4.2%	4.8%
	Pom Trim Jersey Shirt	FR NAVY	CORE	38	1	3.6%	4.8%
WwOutwCoat	Dayton Denim Jacket	PURE BLK	OUTERWEAR	61	1	5.9%	4.8%
	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	61	1	5.9%	4.8%
WwKnitwJumper	Orla Organic Ribbed Sweater	BLUE MLT	KNIT SHOP	54	1	5.3%	4.8%
	Olivia Jumper	BRT ORANGE	KNIT SHOP	52	1	5.0%	4.8%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	65	1	6.3%	4.8%
WwWovenShirts	Sally Shirt	IVORY MLT	FREE BIRD	56	1	5.5%	4.8%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	56	1	5.5%	4.8%
WwSkrtPatt	Camilla Denim Skirt	MID DENIM	ESSENTIALS	52	1	5.0%	4.8%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	460	8	100.0%	100.0%
UTILITY	Total	143	2	31.1%	25.0%
	WwDressJersey	143	2	31.1%	25.0%
OUTERWEAR	Total	122	2	26.4%	25.0%
	WwOutwCoat	122	2	26.4%	25.0%
KNIT SHOP	Total	106	2	23.1%	25.0%
	WwKnitwJumper	106	2	23.1%	25.0%
FREE BIRD	Total	56	1	12.3%	12.5%
	WwWovenShirts	56	1	12.3%	12.5%
TEE BAR	Total	32	1	7.0%	12.5%
	WwJerseyTops	32	1	7.0%	12.5%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	460	8	100.0%	100.0%
WwDressJersey	Willow Fairtrade Dress	GREY MLT	UTILITY	78	1	17.0%	12.5%
	Rene Dress	GREY MLT	UTILITY	65	1	14.2%	12.5%
WwOutwCoat	Dayton Denim Jacket	PURE BLK	OUTERWEAR	61	1	13.2%	12.5%
	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	61	1	13.2%	12.5%
WwKnitwJumper	Orla Organic Ribbed Sweater	BLUE MLT	KNIT SHOP	54	1	11.8%	12.5%
	Olivia Jumper	BRT ORANGE	KNIT SHOP	52	1	11.3%	12.5%
WwWovenShirts	Sally Shirt	IVORY MLT	FREE BIRD	56	1	12.3%	12.5%
WwJerseyTops	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	32	1	7.0%	12.5%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,948	78	100.0%	100.0%
ESSENTIALS	Total	411	10	21.1%	12.8%
	WwBtmsJean	170	5	8.7%	6.4%
	WwBtmsTrs	135	3	6.9%	3.8%
	WwOutwCoat	55	1	2.8%	1.3%
	WwSkrtPlain	51	1	2.6%	1.3%
PIETS GARD	Total	298	12	15.3%	15.4%
	WwJerseyTops	71	3	3.7%	3.8%
	WwJerseyTunic	48	2	2.5%	2.6%
	WwKnitwJumper	39	1	2.0%	1.3%
	WwSkrtPatt	39	1	2.0%	1.3%
	WwKnitwCardi	35	1	1.8%	1.3%
	WwSkrtPlain	33	2	1.7%	2.6%
	WwBtmsTrs	17	1	0.9%	1.3%
	WwJerseyShirts	16	1	0.8%	1.3%
FLUID LINE	Total	199	8	10.2%	10.3%
	WwOutwCoat	70	1	3.6%	1.3%
	WwJerseyTops	68	5	3.5%	6.4%
	WwKnitwCardi	48	1	2.5%	1.3%
	WwWovenShirts	14	1	0.7%	1.3%
CORE	Total	173	7	8.9%	9.0%
	WwJerseyShirts	89	3	4.5%	3.8%
	WwJerseyTops	85	4	4.4%	5.1%
OUTERWEAR	Total	141	2	7.3%	2.6%
	WwOutwCoat	141	2	7.3%	2.6%
STAY AT HM	Total	140	8	7.2%	10.3%
	WwBtmsTrs	114	4	5.9%	5.1%
	WwBtmsPants	14	1	0.7%	1.3%
	WwJerseySwts	12	2	0.6%	2.6%
	WwDressJersey	n/a	1	n/a%	1.3%
TEE BAR D2	Total	105	5	5.4%	6.4%
	WwJerseyTops	105	5	5.4%	6.4%
SPOT CAT	Total	81	5	4.1%	6.4%
	WwSgvSgv	81	5	4.1%	6.4%
FREE BIRD	Total	71	3	3.6%	3.8%
	WwJerseyShirts	45	2	2.3%	2.6%
	WwBtmsTrs	26	1	1.3%	1.3%
TEE BAR	Total	66	4	3.4%	5.1%
	WwJerseyTops	66	4	3.4%	5.1%
FANTASY F	Total	45	3	2.3%	3.8%
	WwSgvSgv	45	3	2.3%	3.8%
BOTANICAL	Total	43	1	2.2%	1.3%
	WwJerseyShirts	43	1	2.2%	1.3%
CINNAMONT	Total	43	2	2.2%	2.6%
	WwJerseyTops	43	2	2.2%	2.6%
KNIT SHOP	Total	39	2	2.0%	2.6%
	WwKnitwJumper	39	2	2.0%	2.6%
KIDS D3	Total	36	2	1.8%	2.6%
	WwSgvSgv	36	2	1.8%	2.6%
TEA HOUSE	Total	28	2	1.4%	2.6%
	WwJerseyTops	28	2	1.4%	2.6%
BEAUT CITY	Total	20	1	1.0%	1.3%
	WwJerseyTops	20	1	1.0%	1.3%
LOST PARIS	Total	8	1	0.4%	1.3%
	WwSgvSgv	8	1	0.4%	1.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,948	78	100.0%	100.0%
WwJerseyTops	Poppy Frill Neck Organic Tee	PINK MLT	PIETS GARD	45	2	2.3%	2.6%
		MID BLUE	CORE	30	2	1.6%	2.6%
		NAT WHITE	CORE	17	1	0.9%	1.3%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	36	2	1.9%	2.6%
		BLUE MLT	TEE BAR D2	22	1	1.1%	1.3%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	30	1	1.5%	1.3%
		MID GREEN	TEE BAR D2	26	1	1.3%	1.3%
	Cassie Crew Organic Tee	NAVY MULTI	FLUID LINE	35	2	1.8%	2.6%
		NAT MLT	FLUID LINE	17	1	0.9%	1.3%
	Crochet Trim Tee	NAT MLT	CINNAMON T	43	2	2.2%	2.6%
	Embroidered Tie Hem Tee	NAT WHITE	CORE	37	1	1.9%	1.3%
	Neo Jersey Tee	NAVY ST	TEE BAR	22	2	1.1%	2.6%
		WHITE PL	TEE BAR	14	1	0.7%	1.3%
	Summer Fruits Jersey Tee	WHITE MUL	TEA HOUSE	14	1	0.7%	1.3%
		YELLOW MLT	TEA HOUSE	14	1	0.7%	1.3%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	1.3%	1.3%
	Voyage Jersey Vest	WHITE MLT	TEE BAR D2	20	1	1.0%	1.3%
	Button Organic Textured Top	BLUE MLT	BEAUT CITY	20	1	1.0%	1.3%
	Peony Puff Sleeve Tee	RED MLT	FLUID LINE	16	2	0.8%	2.6%
WwBtmsTrs		DARK NAVY	ESSENTIALS	70	1	3.6%	1.3%
	Whitcombe Organic Slim Cord	PURE BLK	ESSENTIALS	39	1	2.0%	1.3%
		MID TEAL	ESSENTIALS	26	1	1.3%	1.3%
	Cosy Jogger	MID GREY	STAY AT HM	59	2	3.0%	2.6%
	Olivia Trouser	MID GREY	STAY AT HM	55	1	2.8%	1.3%
		MID GREEN	STAY AT HM	n/a	1	n/a%	1.3%
	Cord Utility Trouser	MID PINK	FREE BIRD	26	1	1.3%	1.3%
WwOutwCoat	Davenport Baby Cord Trousers	DK GREEN	PIETS GARD	17	1	0.9%	1.3%
	Brooklyn Breton Blazer	NAVY BLUE	OUTERWEAR	83	1	4.2%	1.3%
	Bailey Reversible Wool Coat	LIGHT GREY	FLUID LINE	70	1	3.6%	1.3%
	Betsy Denim Jacket	BLK DENIM	OUTERWEAR	59	1	3.0%	1.3%
	Dayton Denim Jacket	DUS PINK	ESSENTIALS	55	1	2.8%	1.3%
WwJerseyShirts	Broderie Jersey Shirt	LGT BLUE	CORE	44	2	2.3%	2.6%
		NAT WHITE	CORE	44	1	2.3%	1.3%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	2.2%	1.3%
	Della Jersey Top	YELLOW MLT	FREE BIRD	23	1	1.2%	1.3%
	Park Jersey Shirt	PINK MLT	FREE BIRD	23	1	1.2%	1.3%
	Mixed Media Top	BRT PINK	PIETS GARD	16	1	0.8%	1.3%
WwBtmsJean	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	55	1	2.8%	1.3%
	Straight Stripe Crop Jean	PINK STR	ESSENTIALS	44	1	2.3%	1.3%
	Isla Cropped Jegging	LGT BLUE	ESSENTIALS	41	1	2.1%	1.3%
	Skinny Jean	DK DENIM	ESSENTIALS	30	1	1.6%	1.3%
	Straight Crop Jean	MID DENIM	ESSENTIALS	n/a	1	n/a%	1.3%
WwSgvSgv	Lost in Paris 4 in 1 Puffer	GREEN MLT	SPOT CAT	30	1	1.6%	1.3%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	28	2	1.4%	2.6%
	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	22	2	1.2%	2.6%
	Surf's Up Shirt	MULTI PIN	KIDS D3	20	1	1.0%	1.3%
	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	0.9%	1.3%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	16	1	0.8%	1.3%
	Spot The Cat Jersey Dress	PINK MLT	SPOT CAT	14	1	0.7%	1.3%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	14	1	0.7%	1.3%
	Sofia Frill Jersey Tee	DARK NAVY	LOST PARIS	8	1	0.4%	1.3%
WwSkrtPlain	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	51	1	2.6%	1.3%
	Piets Tiered Midi Skirt	NAVY MULTI	PIETS GARD	17	1	0.9%	1.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwSkrtPlain	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	16	1	0.8%	1.3%
WwKnitwCardi	Lola Longline Cardi	MID TAN	FLUID LINE	48	1	2.5%	1.3%
	Lane Button Side Cardigan	DK GREEN	PIETS GARD	35	1	1.8%	1.3%
WwKnitwJumper	Karina Jumper	LGT BLUE	PIETS GARD	39	1	2.0%	1.3%
	Olivia Jumper	BRT ORANGE	KNIT SHOP	39	1	2.0%	1.3%
	Natasha Jumper	LGT YELLOW	KNIT SHOP	n/a	1	n/a%	1.3%
WwJerseyTunic	Frill Neck Tunic	GREEN MLT	PIETS GARD	48	2	2.5%	2.6%
WwSkrtPatt	Canterbury Organic Cord Skirt	MID GREY	PIETS GARD	39	1	2.0%	1.3%
WwBtmsPants	HEART PRINT JOGGER	DK CORAL	STAY AT HM	14	1	0.7%	1.3%
WwWovenShirts	Isabella Shirt	LGT PURPLE	FLUID LINE	14	1	0.7%	1.3%
WwJerseySwts	Cotton Sweat	CORAL PR	STAY AT HM	12	1	0.6%	1.3%
	Cotton Hooded Sweat	MID PINK	STAY AT HM	n/a	1	n/a%	1.3%
WwDressJersey	Cosy Sweat Dress	MID BLUE	STAY AT HM	n/a	1	n/a%	1.3%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	866	38	100.0%	100.0%
PIETS GARD	Total	259	11	29.9%	28.9%
	WwJerseyTops	71	3	8.2%	7.9%
	WwJerseyTunic	48	2	5.6%	5.3%
	WwSkrtPatt	39	1	4.5%	2.6%
	WwKnitwCardi	35	1	4.0%	2.6%
	WwSkrtPlain	33	2	3.8%	5.3%
	WwBtmsTrs	17	1	2.0%	2.6%
	WwJerseyShirts	16	1	1.8%	2.6%
ESSENTIALS	Total	109	4	12.6%	10.5%
	WwBtmsTrs	65	2	7.5%	5.3%
	WwBtmsJean	44	2	5.1%	5.3%
OUTERWEAR	Total	83	1	9.5%	2.6%
	WwOutwCoat	83	1	9.5%	2.6%
FLUID LINE	Total	79	3	9.1%	7.9%
	WwKnitwCardi	48	1	5.5%	2.6%
	WwJerseyTops	17	1	2.0%	2.6%
	WwWovenShirts	14	1	1.6%	2.6%
SPOT CAT	Total	56	3	6.5%	7.9%
	WwSgvSgv	56	3	6.5%	7.9%
FANTASY F	Total	45	3	5.2%	7.9%
	WwSgvSgv	45	3	5.2%	7.9%
BOTANICAL	Total	43	1	5.0%	2.6%
	WwJerseyShirts	43	1	5.0%	2.6%
KIDS D3	Total	36	2	4.1%	5.3%
	WwSgvSgv	36	2	4.1%	5.3%
CORE	Total	34	3	3.9%	7.9%
	WwJerseyTops	34	2	3.9%	5.3%
	WwJerseyShirts	n/a	1	n/a%	2.6%
TEE BAR	Total	30	1	3.4%	2.6%
	WwJerseyTops	30	1	3.4%	2.6%
TEE BAR D2	Total	26	1	3.0%	2.6%
	WwJerseyTops	26	1	3.0%	2.6%
FREE BIRD	Total	23	1	2.6%	2.6%
	WwJerseyShirts	23	1	2.6%	2.6%
STAY AT HM	Total	22	3	2.5%	7.9%
	WwBtmsTrs	22	1	2.5%	2.6%
	WwDressJersey	n/a	1	n/a%	2.6%
	WwJerseySwts	n/a	1	n/a%	2.6%
CINNAMONT	Total	22	1	2.5%	2.6%
	WwJerseyTops	22	1	2.5%	2.6%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	866	38	100.0%	100.0%
WwJerseyTops	Poppy Frill Neck Organic Tee	PINK MLT	PIETS GARD	45	2	5.2%	5.3%
		NAT WHITE	CORE	17	1	2.0%	2.6%
		MID BLUE	CORE	16	1	1.9%	2.6%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	30	1	3.4%	2.6%
		MID GREEN	TEE BAR D2	26	1	3.0%	2.6%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	3.0%	2.6%
	Crochet Trim Tee	NAT MLT	CINNAMON T	22	1	2.5%	2.6%
	Cassie Crew Organic Tee	NAVY MULTI	FLUID LINE	17	1	2.0%	2.6%
WwSgvSgv	Lost in Paris 4 in 1 Puffer	GREEN MLT	SPOT CAT	30	1	3.5%	2.6%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	28	2	3.2%	5.3%
	Surf's Up Shirt	MULTI PIN	KIDS D3	20	1	2.3%	2.6%
	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	2.0%	2.6%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	16	1	1.8%	2.6%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	14	1	1.6%	2.6%
	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	12	1	1.4%	2.6%
WwBtmsTrs	Whitcombe Organic Slim Cord	PURE BLK	ESSENTIALS	39	1	4.5%	2.6%
		MID TEAL	ESSENTIALS	26	1	3.0%	2.6%
	Cosy Jogger	MID GREY	STAY AT HM	22	1	2.5%	2.6%
	Davenport Baby Cord Trousers	DK GREEN	PIETS GARD	17	1	2.0%	2.6%
WwOutwCoat	Brooklyn Breton Blazer	NAVY BLUE	OUTERWEAR	83	1	9.5%	2.6%
WwKnitwCardi	Lola Longline Cardi	MID TAN	FLUID LINE	48	1	5.5%	2.6%
	Lane Button Side Cardigan	DK GREEN	PIETS GARD	35	1	4.0%	2.6%
WwJerseyShirts	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	5.0%	2.6%
	Della Jersey Top	YELLOW MLT	FREE BIRD	23	1	2.6%	2.6%
	Mixed Media Top	BRT PINK	PIETS GARD	16	1	1.8%	2.6%
	Broderie Jersey Shirt	LGT BLUE	CORE	n/a	1	n/a%	2.6%
WwJerseyTunic	Frill Neck Tunic	GREEN MLT	PIETS GARD	48	2	5.6%	5.3%
WwBtmsJean	Straight Stripe Crop Jean	PINK STR	ESSENTIALS	44	1	5.1%	2.6%
	Straight Crop Jean	MID DENIM	ESSENTIALS	n/a	1	n/a%	2.6%
WwSkrtPatt	Canterbury Organic Cord Skirt	MID GREY	PIETS GARD	39	1	4.5%	2.6%
WwSkrtPlain	Piets Tiered Midi Skirt	NAVY MULTI	PIETS GARD	17	1	2.0%	2.6%
	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	16	1	1.8%	2.6%
WwWovenShirts	Isabella Shirt	LGT PURPLE	FLUID LINE	14	1	1.6%	2.6%
WwDressJersey	Cosy Sweat Dress	MID BLUE	STAY AT HM	n/a	1	n/a%	2.6%
WwJerseySwts	Cotton Hooded Sweat	MID PINK	STAY AT HM	n/a	1	n/a%	2.6%

Flensburg

STORY ANALYSIS WEEK TO DATE

The crosstab contains no data

The crosstab contains no data

STORY ANALYSIS YESTERDAY

The crosstab contains no data

The crosstab contains no data

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	950	30	100.0%	100.0%
PIETS GARD	Total	469	14	49.4%	46.7%
	WwJerseyTops	130	5	13.7%	16.7%
	WwSkrtPlain	78	2	8.2%	6.7%
	WwKnitwJumper	78	2	8.2%	6.7%
	WwKnitwCardi	48	1	5.0%	3.3%
	WwDressJersey	39	1	4.1%	3.3%
	WwDressWoven	39	1	4.1%	3.3%
	WwJerseyShirts	30	1	3.2%	3.3%
	WwJerseyTunic	26	1	2.7%	3.3%
FLUID LINE	Total	225	8	23.7%	26.7%
	WwWovenTops	52	2	5.5%	6.7%
	WwJerseyTops	43	2	4.5%	6.7%
	WwBtmsTrs	35	1	3.7%	3.3%
	WwDressJersey	35	1	3.7%	3.3%
	WwKnitwJumper	35	1	3.7%	3.3%
	WwJerseyTunic	26	1	2.7%	3.3%
ESSENTIALS	Total	135	3	14.2%	10.0%
	WwBtmsJean	96	2	10.1%	6.7%
	WwBtmsTrs	39	1	4.1%	3.3%
CINNAMONT	Total	52	2	5.5%	6.7%
	WwDressJersey	26	1	2.7%	3.3%
	WwSkrtPatt	26	1	2.7%	3.3%
DRESS EDIT	Total	39	1	4.1%	3.3%
	WwDressJersey	39	1	4.1%	3.3%
BEAUT CITY	Total	26	1	2.7%	3.3%
	WwWovenTops	26	1	2.7%	3.3%
CORE	Total	26	1	2.7%	3.3%
	WwJerseyTops	26	1	2.7%	3.3%
MIDNIGHT G	Total	26	1	2.7%	3.3%
	WwDressJersey	26	1	2.7%	3.3%
KNIT SHOP	Total	(48)	-1	(5.0%)	(3.3%)
	WwKnitwJumper	(48)	-1	(5.0%)	(3.3%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	950	30	100.0%	100.0%
WwJerseyTops	Joan Jersey Shirt	NAT MLT	PIETS GARD	104	4	11.0%	13.3%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	26	1	2.7%	3.3%
	Lines Jersey Mix Top	MID RED	FLUID LINE	26	1	2.7%	3.3%
	Poppy Frill Neck Organic Tee	NAT WHITE	CORE	26	1	2.7%	3.3%
	Peony Puff Sleeve Tee	RED MLT	FLUID LINE	16	1	1.7%	3.3%
WwDressJersey	Aiken Eco Vero Dress	NAVY MULTI	DRESS EDIT	39	1	4.1%	3.3%
	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	39	1	4.1%	3.3%
	Felicity EcoVero Wrap Dress	RED MLT	FLUID LINE	35	1	3.7%	3.3%
	Emily Dress	NAVY MULTI	CINNAMON T	26	1	2.7%	3.3%
	Imogen Dress	GREY MLT	MIDNIGHT G	26	1	2.7%	3.3%
	Elaina EcoVero Dress	PURPLE MLT	DRESS EDIT	n/a		n/a%	n/a%
WwBtmsJean	Jade Jegging Jean	CCOAL	ESSENTIALS	48	1	5.0%	3.3%
		DK DENIM	ESSENTIALS	48	1	5.0%	3.3%
WwSkrtPlain	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	78	2	8.2%	6.7%
WwWovenTops	Maia Top	BRT RED	FLUID LINE	26	1	2.7%	3.3%
		LGT PURPLE	FLUID LINE	26	1	2.7%	3.3%
	Boathouse Top	YELLOW MLT	BEAUT CITY	26	1	2.7%	3.3%
WwBtmsTrs	Jodie Ponte Jeggings	DARK NAVY	ESSENTIALS	39	1	4.1%	3.3%
	Neptune Tapered Trouser	PURE BLK	FLUID LINE	35	1	3.7%	3.3%
WwKnitwJumper	Karina Jumper	LGT BLUE	PIETS GARD	39	1	4.1%	3.3%
	Bark V-Neck Jumper	LGT NAT	PIETS GARD	39	1	4.1%	3.3%
	Fluid Stripe Jumper	MID GREY	FLUID LINE	35	1	3.7%	3.3%
	Festive Fox Jumper	MINT GN PR	KNIT SHOP	(48)	-1	(5.0%)	(3.3%)
WwJerseyTunic	Drop Waist Tunic	PURPLE MLT	FLUID LINE	26	1	2.7%	3.3%
	Frill Neck Tunic	GREEN MLT	PIETS GARD	26	1	2.7%	3.3%
WwKnitwCardi	Pinewood Cardi	MID TEAL	PIETS GARD	48	1	5.0%	3.3%
WwDressWoven	Rua Shirt Dress	NAVY MULTI	PIETS GARD	39	1	4.1%	3.3%
WwJerseyShirts	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	3.2%	3.3%
WwSkrtPatt	Rumi Reversible Skirt	BLUE PR	CINNAMON T	26	1	2.7%	3.3%

STORY ANALYSIS YESTERDAY

The crosstab contains no data

The crosstab contains no data

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	2,582	80	100.0%	100.0%
PIETS GARD	Total	717	23	27.8%	28.7%
	WwJerseyTops	326	12	12.6%	15.0%
	WwDressJersey	113	3	4.4%	3.8%
	WwJerseyTunic	104	4	4.0%	5.0%
	WwKnitwCardi	96	2	3.7%	2.5%
	WwDressWoven	39	1	1.5%	1.3%
	WwKnitwJumper	39	1	1.5%	1.3%
ESSENTIALS	Total	365	7	14.1%	8.8%
	WwBtmsTrs	204	4	7.9%	5.0%
	WwBtmsJean	161	3	6.2%	3.8%
KNIT SHOP	Total	304	6	11.8%	7.5%
	WwKnitwCardi	304	6	11.8%	7.5%
TEE BAR	Total	266	9	10.3%	11.3%
	WwJerseyTops	266	9	10.3%	11.3%
CORE	Total	252	9	9.8%	11.3%
	WwJerseyTops	182	7	7.1%	8.8%
	WwWovenShirts	52	1	2.0%	1.3%
	WwBtmsJean	17	1	0.7%	1.3%
FREE BIRD	Total	238	11	9.2%	13.8%
	WwJerseyShirts	87	2	3.4%	2.5%
	WwKnitwJumper	63	3	2.4%	3.8%
	WwKnitwCardi	50	2	1.9%	2.5%
	WwSkrtPlain	42	2	1.6%	2.5%
	WwDressJersey	(3)	2	(0.1%)	2.5%
TEE BAR D2	Total	180	7	7.0%	8.8%
	WwJerseyTops	180	7	7.0%	8.8%
FLUID LINE	Total	148	5	5.8%	6.3%
	WwSkrtPatt	35	1	1.3%	1.3%
	WwSkrtPlain	35	1	1.3%	1.3%
	WwKnitwJumper	30	1	1.2%	1.3%
	WwJerseyShirts	26	1	1.0%	1.3%
	WwJerseyTops	23	1	0.9%	1.3%
MALIBAR	Total	52	1	2.0%	1.3%
	WwWovenShirts	52	1	2.0%	1.3%
BOTANICAL	Total	43	1	1.7%	1.3%
	WwJerseyShirts	43	1	1.7%	1.3%
MIDNIGHT G	Total	17	1	0.7%	1.3%
	WwBtmsTrs	17	1	0.7%	1.3%
	WwSkrtPatt	n/a		n/a%	n/a%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	2,582	80	100.0%	100.0%
WwJerseyTops	Petunia Pocket Tee	BLUE MLT	TEE BAR	139	4	5.4%	5.0%
		PINK MLT	TEE BAR D2	30	1	1.2%	1.3%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	104	4	4.0%	5.0%
		MID YELLOW	TEE BAR D2	45	2	1.7%	2.5%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	130	5	5.0%	6.3%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	130	5	5.0%	6.3%
	Veronica Tee	NAVY MULTI	TEE BAR	61	2	2.4%	2.5%
		MID PINK	TEE BAR	52	2	2.0%	2.5%
	Cassie Crew Organic Tee	WASHED BLK	CORE	78	3	3.0%	3.8%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	26	1	1.0%	1.3%
		NAT WHITE	CORE	26	1	1.0%	1.3%
	Belle Broderie Cuff Tee	BRIL WHITE	CORE	39	1	1.5%	1.3%
	Emb Petal Top	MID TEAL	PIETS GARD	39	1	1.5%	1.3%
	Cosy Jersey Top	DUS BLUE	PIETS GARD	26	1	1.0%	1.3%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	23	1	0.9%	1.3%
	Neo Jersey Tee	WHITE PL	TEE BAR	14	1	0.5%	1.3%
	Beach Break Jersey Top	WHITE PL	CORE	13	1	0.5%	1.3%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	209	4	8.1%	5.0%
		FR NAVY	KNIT SHOP	48	1	1.9%	1.3%
		MID CORAL	KNIT SHOP	48	1	1.9%	1.3%
	Pinewood Cardi	MID TEAL	PIETS GARD	96	2	3.7%	2.5%
	Colourblock Cardigan	MID TAN	FREE BIRD	50	2	1.9%	2.5%
WwBtmsTrs	Whitcombe Organic Slim Cord	MID TEAL	ESSENTIALS	113	2	4.4%	2.5%
	Straight Crop Jean	MID GREEN	ESSENTIALS	52	1	2.0%	1.3%
	Jodie Ponte Jeggings	DARK NAVY	ESSENTIALS	39	1	1.5%	1.3%
	Wide Leg Jacquard Trousers	PURE BLK	MIDNIGHT G	17	1	0.7%	1.3%
WwBtmsJean	Skinny Jean	MID DENIM	ESSENTIALS	61	1	2.4%	1.3%
	Straight Crop Jean	WHITE	ESSENTIALS	52	1	2.0%	1.3%
	Jade Jegging Crop	LT DENIM	ESSENTIALS	48	1	1.9%	1.3%
	Hazel Jegging Jean	BLACK	CORE	17	1	0.7%	1.3%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	87	2	3.4%	2.5%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	1.7%	1.3%
	LS Painting Jersey Shirt	GREY MLT	FLUID LINE	26	1	1.0%	1.3%
WwKnitwJumper	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	63	3	2.4%	3.8%
	Karina Jumper	LGT BLUE	PIETS GARD	39	1	1.5%	1.3%
	Urban Crew Neck Jumper	MID PURPLE	FLUID LINE	30	1	1.2%	1.3%
WwDressJersey	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	113	3	4.4%	3.8%
	Sail Away Dress	BROWN MLT	FREE BIRD	(3)	2	(0.1%)	2.5%
WwWovenShirts	Emi Spot Shirt	WHITE PL	MALIBAR	52	1	2.0%	1.3%
	Emma Organic Shirt	PALE IVORY	CORE	52	1	2.0%	1.3%
WwJerseyTunic	Frill Neck Tunic	GREEN MLT	PIETS GARD	104	4	4.0%	5.0%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	42	2	1.6%	2.5%
	Neptune Skirt	PURE BLK	FLUID LINE	35	1	1.3%	1.3%
WwDressWoven	Rua Shirt Dress	NAVY MULTI	PIETS GARD	39	1	1.5%	1.3%
WwSkrtPatt	Camilla Midi Skirt	GREY MLT	FLUID LINE	35	1	1.3%	1.3%
	Darcey Midi Skirt	BLK MLT	MIDNIGHT G	n/a		n/a%	n/a%

STORY ANALYSIS YESTERDAY

The crosstab contains no data

The crosstab contains no data

German Xmas Popup Market

DRY ANALYSIS WEEK TO DATE

The crosstab contains no data

The crosstab contains no data

STORY ANALYSIS YESTERDAY

The crosstab contains no data

The crosstab contains no data

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	506	11	100.0%	100.0%
ESSENTIALS	Total	213	4	42.1%	36.4%
	WwBtmsJean	143	3	28.3%	27.3%
	WwBtmsTrs	70	1	13.7%	9.1%
KNIT SHOP	Total	102	2	20.2%	18.2%
	WwKnitwJumper	102	2	20.2%	18.2%
UTILITY	Total	87	2	17.2%	18.2%
	WwJerseyShirts	87	2	17.2%	18.2%
BOTANICAL	Total	78	2	15.5%	18.2%
	WwJerseyShirts	43	1	8.6%	9.1%
	WwJerseyTops	35	1	6.9%	9.1%
CORE	Total	26	1	5.1%	9.1%
	WwJerseyTops	26	1	5.1%	9.1%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	506	11	100.0%	100.0%
WwBtmsJean	Jade Jegging Crop	DK DENIM	ESSENTIALS	48	1	9.4%	9.1%
		WHITE	ESSENTIALS	48	1	9.4%	9.1%
	Isla Cropped Jegging	LGT BLUE	ESSENTIALS	48	1	9.4%	9.1%
WwJerseyShirts	Fenella Shirt	PINK MLT	UTILITY	43	1	8.6%	9.1%
	Painting Shirt	PINK MLT	UTILITY	43	1	8.6%	9.1%
	Pocket Jersey Shirt	NAT MLT	BOTANICAL	43	1	8.6%	9.1%
WwKnitwJumper	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	102	2	20.2%	18.2%
WwBtmsTrs	Sussex Stretch Trousers	PURE BLK	ESSENTIALS	70	1	13.7%	9.1%
WwJerseyTops	Crochet Pocket Tee	DARK NAVY	BOTANICAL	35	1	6.9%	9.1%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	26	1	5.1%	9.1%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	241	5	100.0%	100.0%
KNIT SHOP	Total	102	2	42.3%	40.0%
	WwKnitwJumper	102	2	42.3%	40.0%
ESSENTIALS	Total	96	2	39.7%	40.0%
	WwBtmsJean	96	2	39.7%	40.0%
BOTANICAL	Total	43	1	18.0%	20.0%
	WwJerseyShirts	43	1	18.0%	20.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	241	5	100.0%	100.0%
WwKnitwJumper	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	102	2	42.3%	40.0%
WwBtmsJean	Jade Jegging Crop	DK DENIM	ESSENTIALS	48	1	19.8%	20.0%
		WHITE	ESSENTIALS	48	1	19.8%	20.0%
WwJerseyShirts	Pocket Jersey Shirt	NAT MLT	BOTANICAL	43	1	18.0%	20.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	259	13	100.0%	100.0%
FREE BIRD	Total	63	1	24.1%	7.7%
	WwOutwCoat	63	1	24.1%	7.7%
ESSENTIALS	Total	33	1	12.6%	7.7%
	WwOutwCoat	33	1	12.6%	7.7%
TEE BAR D2	Total	28	2	10.9%	15.4%
	WwJerseyTops	28	2	10.9%	15.4%
KNIT SHOP	Total	24	1	9.2%	7.7%
	WwKnitwCardi	24	1	9.2%	7.7%
STAY AT HM	Total	22	1	8.4%	7.7%
	WwBtmsTrs	22	1	8.4%	7.7%
KIDS D2	Total	22	2	8.4%	15.4%
	WwSgvSgv	22	2	8.4%	15.4%
CINNAMON T	Total	21	1	8.0%	7.7%
	WwOutwCoat	21	1	8.0%	7.7%
MIDNIGHT G	Total	17	1	6.7%	7.7%
	WwWovenTunic	17	1	6.7%	7.7%
KIDS D3	Total	17	2	6.7%	15.4%
	WwSgvSgv	17	2	6.7%	15.4%
TEE BAR	Total	13	1	5.1%	7.7%
	WwJerseyTops	13	1	5.1%	7.7%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	259	13	100.0%	100.0%
WwOutwCoat	DB Boucle Coat	DARK TAN	FREE BIRD	63	1	24.1%	7.7%
	Dayton Denim Jacket	DUS PINK	ESSENTIALS	33	1	12.6%	7.7%
	Brighton Borg Jacket	LGT NAT	CINNAMON T	21	1	8.0%	7.7%
WwJerseyTops	Petunia Pocket Tee	MID GREEN	TEE BAR D2	15	1	5.9%	7.7%
	Neo Jersey Tee	GRY ML PL	TEE BAR	13	1	5.1%	7.7%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	13	1	5.0%	7.7%
WwSgvSgv	Denim Shorts	DENIM	KIDS D2	22	2	8.4%	15.4%
	Aloha Jersey Tee	MG WHITE	KIDS D3	9	1	3.3%	7.7%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	9	1	3.3%	7.7%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	24	1	9.2%	7.7%
WwBtmsTrs	Cosy Jogger	MID GREY	STAY AT HM	22	1	8.4%	7.7%
WwWovenTunic	Aloirie Tunic	BLK MLT	MIDNIGHT G	17	1	6.7%	7.7%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	259	13	100.0%	100.0%
FREE BIRD	Total	63	1	24.1%	7.7%
	WwOutwCoat	63	1	24.1%	7.7%
ESSENTIALS	Total	33	1	12.6%	7.7%
	WwOutwCoat	33	1	12.6%	7.7%
TEE BAR D2	Total	28	2	10.9%	15.4%
	WwJerseyTops	28	2	10.9%	15.4%
KNIT SHOP	Total	24	1	9.2%	7.7%
	WwKnitwCardi	24	1	9.2%	7.7%
STAY AT HM	Total	22	1	8.4%	7.7%
	WwBtmsTrs	22	1	8.4%	7.7%
KIDS D2	Total	22	2	8.4%	15.4%
	WwSgvSgv	22	2	8.4%	15.4%
CINNAMONT	Total	21	1	8.0%	7.7%
	WwOutwCoat	21	1	8.0%	7.7%
MIDNIGHT G	Total	17	1	6.7%	7.7%
	WwWovenTunic	17	1	6.7%	7.7%
KIDS D3	Total	17	2	6.7%	15.4%
	WwSgvSgv	17	2	6.7%	15.4%
TEE BAR	Total	13	1	5.1%	7.7%
	WwJerseyTops	13	1	5.1%	7.7%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	259	13	100.0%	100.0%
WwOutwCoat	DB Boucle Coat	DARK TAN	FREE BIRD	63	1	24.1%	7.7%
	Dayton Denim Jacket	DUS PINK	ESSENTIALS	33	1	12.6%	7.7%
	Brighton Borg Jacket	LGT NAT	CINNAMON T	21	1	8.0%	7.7%
WwJerseyTops	Petunia Pocket Tee	MID GREEN	TEE BAR D2	15	1	5.9%	7.7%
	Neo Jersey Tee	GRY ML PL	TEE BAR	13	1	5.1%	7.7%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	13	1	5.0%	7.7%
WwSgvSgv	Denim Shorts	DENIM	KIDS D2	22	2	8.4%	15.4%
	Aloha Jersey Tee	MG WHITE	KIDS D3	9	1	3.3%	7.7%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	9	1	3.3%	7.7%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	24	1	9.2%	7.7%
WwBtmsTrs	Cosy Jogger	MID GREY	STAY AT HM	22	1	8.4%	7.7%
WwWovenTunic	Aloirie Tunic	BLK MLT	MIDNIGHT G	17	1	6.7%	7.7%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,334	58	100.0%	100.0%
PIETS GARD	Total	292	13	21.9%	22.4%
	WwSkrtPlain	75	4	5.6%	6.9%
	WwJerseyTops	59	3	4.4%	5.2%
	WwJerseyShirts	53	2	4.0%	3.4%
	WwWovenTunic	39	1	2.9%	1.7%
	WwJerseyTunic	26	1	2.0%	1.7%
	WwDressWoven	23	1	1.7%	1.7%
	WwBtmsTrs	17	1	1.3%	1.7%
KNIT SHOP	Total	226	10	16.9%	17.2%
	WwKnitwCardi	187	9	14.0%	15.5%
	WwKnitwJumper	39	1	2.9%	1.7%
CORE	Total	160	7	12.0%	12.1%
	WwWovenShirts	82	3	6.1%	5.2%
	WwJerseyTops	78	4	5.9%	6.9%
FLUID LINE	Total	160	4	12.0%	6.9%
	WwOutwCoat	87	1	6.5%	1.7%
	WwDressWoven	39	1	2.9%	1.7%
	WwJerseyTops	17	1	1.3%	1.7%
	WwWovenTops	16	1	1.2%	1.7%
	WwJerseyShirts	n/a		n/a%	n/a%
FREE BIRD	Total	112	4	8.4%	6.9%
	WwSkrtPatt	35	1	2.6%	1.7%
	WwBtmsTrs	30	1	2.3%	1.7%
	WwKnitwCardi	26	1	2.0%	1.7%
	WwKnitwJumper	21	1	1.6%	1.7%
FANTASY F	Total	102	6	7.7%	10.3%
	WwSgvSgv	102	6	7.7%	10.3%
STAY AT HM	Total	96	3	7.2%	5.2%
	WwBtmsTrs	65	1	4.9%	1.7%
	WwJerseySwts	31	2	2.3%	3.4%
LOST PARIS	Total	38	4	2.9%	6.9%
	WwSgvSgv	38	4	2.9%	6.9%
ORIENTAL L	Total	36	3	2.7%	5.2%
	WwIntimNightw	36	3	2.7%	5.2%
BEAUT CITY	Total	35	1	2.6%	1.7%
	WwWovenShirts	35	1	2.6%	1.7%
OUTERWEAR	Total	33	1	2.5%	1.7%
	WwOutwCoat	33	1	2.5%	1.7%
ANIMAL T	Total	30	1	2.3%	1.7%
	WwSgvSgv	30	1	2.3%	1.7%
SPOT CAT	Total	14	1	1.0%	1.7%
	WwSgvSgv	14	1	1.0%	1.7%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,334	58	100.0%	100.0%
WwKnitwCardi	City Plain Crew Neck Cardigan	MID BLUE	KNIT SHOP	52	3	3.9%	5.2%
		DUS PINK	KNIT SHOP	35	2	2.6%	3.4%
		DEEP RED	KNIT SHOP	17	1	1.3%	1.7%
		MID RED	KNIT SHOP	17	1	1.3%	1.7%
		MID YELLOW	KNIT SHOP	17	1	1.3%	1.7%
	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	48	1	3.6%	1.7%
WwSgvSgv	Colourblock Cardigan	MID TAN	FREE BIRD	26	1	2.0%	1.7%
	Gorilla 4in1 Reversible Puffer	NAVY MULTI	ANIMAL T	30	1	2.3%	1.7%
	Sofia Frill Jersey Tee	DARK NAVY	LOST PARIS	19	2	1.4%	3.4%
		DEEP PINK	LOST PARIS	10	1	0.7%	1.7%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	28	2	2.1%	3.4%
	Woodland Gathering Midi Dress	TEAL MLT	FANTASY F	27	1	2.0%	1.7%
	Milla Elevated Woven Tee	MID PLUM	FANTASY F	20	1	1.5%	1.7%
	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	1.3%	1.7%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	14	1	1.0%	1.7%
	Kids Fa La La Llama Hat	TEAL MLT	FANTASY F	10	1	0.7%	1.7%
	Kids Superhero Hat	DUS PINK	LOST PARIS	10	1	0.7%	1.7%
WwJerseyTops	Embroidered Tie Hem Tee	NAT WHITE	CORE	43	1	3.3%	1.7%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	2.0%	1.7%
	Peony Puff Sleeve Tee	BRIL WHITE	CORE	18	2	1.4%	3.4%
	Cassie Crew Organic Tee	TAN PR	FLUID LINE	17	1	1.3%	1.7%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	17	1	1.3%	1.7%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	16	1	1.2%	1.7%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	16	1	1.2%	1.7%
WwOutwCoat	Bailey Reversible Wool Coat	LIGHT GREY	FLUID LINE	87	1	6.5%	1.7%
	Flynn Padded Jacket	DARK NAVY	OUTERWEAR	33	1	2.5%	1.7%
WwWovenShirts	Emma Organic Shirt	MID BLUE	CORE	47	1	3.5%	1.7%
	Cecily Organic Shirt	BLUE MLT	BEAUT CITY	35	1	2.6%	1.7%
	Kimmy Check Shirt	PINK MLT	CORE	35	2	2.6%	3.4%
WwBtmsTrs	Olivia Trouser	MID GREEN	STAY AT HM	65	1	4.9%	1.7%
	Cord Utility Trouser	MID PINK	FREE BIRD	30	1	2.3%	1.7%
	Davenport Baby Cord Trousers	DK GREEN	PIETS GARD	17	1	1.3%	1.7%
WwSkrtPlain	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	31	2	2.3%	3.4%
	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	26	1	2.0%	1.7%
	Piets Tiered Midi Skirt	NAVY MULTI	PIETS GARD	17	1	1.3%	1.7%
WwDressWoven	Tabetha Dress	TAN MULTI	FLUID LINE	39	1	2.9%	1.7%
	Darcy Cord Pinny	MID TEAL	PIETS GARD	23	1	1.7%	1.7%
WwKnitwJumper	Olivia Colourblock Jumper	TAN MULTI	KNIT SHOP	39	1	2.9%	1.7%
	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	21	1	1.6%	1.7%
WwJerseyShirts	LS Painting Jersey Shirt	NAVY MULTI	PIETS GARD	30	1	2.3%	1.7%
	Crocus Jersey Top	NAVY MULTI	PIETS GARD	23	1	1.7%	1.7%
	Elm Jersey Shirt	PURPLE MLT	FLUID LINE	n/a		n/a%	n/a%
WwWovenTunic	Tilda Tunic	NAVY MUTLI	PIETS GARD	39	1	2.9%	1.7%
WwIntimNightw	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	20	2	1.5%	3.4%
	Layla Jersey PJ Top	GREY PR	ORIENTAL L	16	1	1.2%	1.7%
WwSkrtPatt	Portray Skirt	PINK MLT	FREE BIRD	35	1	2.6%	1.7%
WwJerseySwts	Cotton Sweat	CORAL PR	STAY AT HM	31	2	2.3%	3.4%
WwJerseyTunic	Frill Neck Tunic	GREEN MLT	PIETS GARD	26	1	2.0%	1.7%
WwWovenTops	Maia Top	BRT RED	FLUID LINE	16	1	1.2%	1.7%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,334	58	100.0%	100.0%
PIETS GARD	Total	292	13	21.9%	22.4%
	WwSkrtPlain	75	4	5.6%	6.9%
	WwJerseyTops	59	3	4.4%	5.2%
	WwJerseyShirts	53	2	4.0%	3.4%
	WwWovenTunic	39	1	2.9%	1.7%
	WwJerseyTunic	26	1	2.0%	1.7%
	WwDressWoven	23	1	1.7%	1.7%
	WwBtmsTrs	17	1	1.3%	1.7%
KNIT SHOP	Total	226	10	16.9%	17.2%
	WwKnitwCardi	187	9	14.0%	15.5%
	WwKnitwJumper	39	1	2.9%	1.7%
CORE	Total	160	7	12.0%	12.1%
	WwWovenShirts	82	3	6.1%	5.2%
	WwJerseyTops	78	4	5.9%	6.9%
FLUID LINE	Total	160	4	12.0%	6.9%
	WwOutwCoat	87	1	6.5%	1.7%
	WwDressWoven	39	1	2.9%	1.7%
	WwJerseyTops	17	1	1.3%	1.7%
	WwWovenTops	16	1	1.2%	1.7%
	WwJerseyShirts	n/a		n/a%	n/a%
FREE BIRD	Total	112	4	8.4%	6.9%
	WwSkrtPatt	35	1	2.6%	1.7%
	WwBtmsTrs	30	1	2.3%	1.7%
	WwKnitwCardi	26	1	2.0%	1.7%
	WwKnitwJumper	21	1	1.6%	1.7%
FANTASY F	Total	102	6	7.7%	10.3%
	WwSgvSgv	102	6	7.7%	10.3%
STAY AT HM	Total	96	3	7.2%	5.2%
	WwBtmsTrs	65	1	4.9%	1.7%
	WwJerseySwts	31	2	2.3%	3.4%
LOST PARIS	Total	38	4	2.9%	6.9%
	WwSgvSgv	38	4	2.9%	6.9%
ORIENTAL L	Total	36	3	2.7%	5.2%
	WwIntimNightw	36	3	2.7%	5.2%
BEAUT CITY	Total	35	1	2.6%	1.7%
	WwWovenShirts	35	1	2.6%	1.7%
OUTERWEAR	Total	33	1	2.5%	1.7%
	WwOutwCoat	33	1	2.5%	1.7%
ANIMAL T	Total	30	1	2.3%	1.7%
	WwSgvSgv	30	1	2.3%	1.7%
SPOT CAT	Total	14	1	1.0%	1.7%
	WwSgvSgv	14	1	1.0%	1.7%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,334	58	100.0%	100.0%
WwKnitwCardi	City Plain Crew Neck Cardigan	MID BLUE	KNIT SHOP	52	3	3.9%	5.2%
		DUS PINK	KNIT SHOP	35	2	2.6%	3.4%
		DEEP RED	KNIT SHOP	17	1	1.3%	1.7%
		MID RED	KNIT SHOP	17	1	1.3%	1.7%
		MID YELLOW	KNIT SHOP	17	1	1.3%	1.7%
	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	48	1	3.6%	1.7%
	Colourblock Cardigan	MID TAN	FREE BIRD	26	1	2.0%	1.7%
WwSgvSgv	Gorilla 4in1 Reversible Puffer	NAVY MULTI	ANIMAL T	30	1	2.3%	1.7%
	Sofia Frill Jersey Tee	DARK NAVY	LOST PARIS	19	2	1.4%	3.4%
		DEEP PINK	LOST PARIS	10	1	0.7%	1.7%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	28	2	2.1%	3.4%
	Woodland Gathering Midi Dress	TEAL MLT	FANTASY F	27	1	2.0%	1.7%
	Milla Elevated Woven Tee	MID PLUM	FANTASY F	20	1	1.5%	1.7%
	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	1.3%	1.7%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	14	1	1.0%	1.7%
	Kids Fa La La Llama Hat	TEAL MLT	FANTASY F	10	1	0.7%	1.7%
	Kids Superhero Hat	DUS PINK	LOST PARIS	10	1	0.7%	1.7%
WwJerseyTops	Embroidered Tie Hem Tee	NAT WHITE	CORE	43	1	3.3%	1.7%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	2.0%	1.7%
	Peony Puff Sleeve Tee	BRIL WHITE	CORE	18	2	1.4%	3.4%
	Cassie Crew Organic Tee	TAN PR	FLUID LINE	17	1	1.3%	1.7%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	17	1	1.3%	1.7%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	16	1	1.2%	1.7%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	16	1	1.2%	1.7%
WwOutwCoat	Bailey Reversible Wool Coat	LIGHT GREY	FLUID LINE	87	1	6.5%	1.7%
	Flynn Padded Jacket	DARK NAVY	OUTERWEAR	33	1	2.5%	1.7%
WwWovenShirts	Emma Organic Shirt	MID BLUE	CORE	47	1	3.5%	1.7%
	Cecily Organic Shirt	BLUE MLT	BEAUT CITY	35	1	2.6%	1.7%
	Kimmy Check Shirt	PINK MLT	CORE	35	2	2.6%	3.4%
WwBtmsTrs	Olivia Trouser	MID GREEN	STAY AT HM	65	1	4.9%	1.7%
	Cord Utility Trouser	MID PINK	FREE BIRD	30	1	2.3%	1.7%
	Davenport Baby Cord Trousers	DK GREEN	PIETS GARD	17	1	1.3%	1.7%
WwSkrtPlain	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	31	2	2.3%	3.4%
	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	26	1	2.0%	1.7%
	Piets Tiered Midi Skirt	NAVY MULTI	PIETS GARD	17	1	1.3%	1.7%
WwDressWoven	Tabetha Dress	TAN MULTI	FLUID LINE	39	1	2.9%	1.7%
	Darcy Cord Pinny	MID TEAL	PIETS GARD	23	1	1.7%	1.7%
WwKnitwJumper	Olivia Colourblock Jumper	TAN MULTI	KNIT SHOP	39	1	2.9%	1.7%
	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	21	1	1.6%	1.7%
WwJerseyShirts	LS Painting Jersey Shirt	NAVY MULTI	PIETS GARD	30	1	2.3%	1.7%
	Crocus Jersey Top	NAVY MULTI	PIETS GARD	23	1	1.7%	1.7%
	Elm Jersey Shirt	PURPLE MLT	FLUID LINE	n/a		n/a%	n/a%
WwWovenTunic	Tilda Tunic	NAVY MUTLI	PIETS GARD	39	1	2.9%	1.7%
WwIntimNightw	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	20	2	1.5%	3.4%
	Layla Jersey PJ Top	GREY PR	ORIENTAL L	16	1	1.2%	1.7%
WwSkrtPatt	Portray Skirt	PINK MLT	FREE BIRD	35	1	2.6%	1.7%
WwJerseySwts	Cotton Sweat	CORAL PR	STAY AT HM	31	2	2.3%	3.4%
WwJerseyTunic	Frill Neck Tunic	GREEN MLT	PIETS GARD	26	1	2.0%	1.7%
WwWovenTops	Maia Top	BRT RED	FLUID LINE	16	1	1.2%	1.7%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,707	55	100.0%	100.0%
CINNAMON T	Total	287	8	16.8%	14.5%
	WwKnitwJumper	78	2	4.6%	3.6%
	WwSkrtPatt	65	2	3.8%	3.6%
	WwBtmsTrs	39	1	2.3%	1.8%
	WwDressWoven	39	1	2.3%	1.8%
	WwKnitwCardi	39	1	2.3%	1.8%
	WwDressJersey	26	1	1.5%	1.8%
	WwWovenTunic	n/a		n/a%	n/a%
CORE	Total	280	10	16.4%	18.2%
	WwJerseyTops	198	7	11.6%	12.7%
	WwJerseyShirts	56	2	3.3%	3.6%
	WwSkrtPatt	26	1	1.5%	1.8%
OUTERWEAR	Total	222	3	13.0%	5.5%
	WwOutwCoat	222	3	13.0%	5.5%
FREE BIRD	Total	211	9	12.4%	16.4%
	WwDressJersey	121	6	7.1%	10.9%
	WwJerseyShirts	43	1	2.5%	1.8%
	WwKnitwCardi	26	1	1.5%	1.8%
	WwSkrtPlain	21	1	1.2%	1.8%
PIETS GARD	Total	208	7	12.2%	12.7%
	WwJerseyTops	78	3	4.6%	5.5%
	WwJerseyTunic	52	2	3.1%	3.6%
	WwKnitwCardi	48	1	2.8%	1.8%
	WwJerseyShirts	30	1	1.8%	1.8%
MIDNIGHT G	Total	157	5	9.2%	9.1%
	WwWovenTops	39	1	2.3%	1.8%
	WwWovenTunic	39	1	2.3%	1.8%
	WwJerseyShirts	30	1	1.8%	1.8%
	WwKnitwCardi	26	1	1.5%	1.8%
	WwJerseyTops	23	1	1.3%	1.8%
TEE BAR D2	Total	79	3	4.6%	5.5%
	WwJerseyTops	79	3	4.6%	5.5%
STAY AT HM	Total	71	3	4.2%	5.5%
	WwJerseyTops	45	2	2.6%	3.6%
	WwJerseySwts	26	1	1.5%	1.8%
BEAUT CITY	Total	56	3	3.3%	5.5%
	WwJerseyShirts	23	1	1.3%	1.8%
	WwSkrtPlain	18	1	1.1%	1.8%
	WwBtmsJean	16	1	0.9%	1.8%
DRESS EDIT	Total	39	1	2.3%	1.8%
	WwDressJersey	39	1	2.3%	1.8%
FLUID LINE	Total	35	1	2.0%	1.8%
	WwDressJersey	35	1	2.0%	1.8%
TEE BAR	Total	35	1	2.0%	1.8%
	WwJerseyTops	35	1	2.0%	1.8%
GROW Y OWN	Total	22	1	1.3%	1.8%
	WwKnitwJumper	22	1	1.3%	1.8%
KNIT SHOP	Total	4		0.3%	n/a%
	WwKnitwJumper	4		0.3%	n/a%
ESSENTIALS	Total	n/a		n/a%	n/a%
	WwBtmsJean	n/a		n/a%	n/a%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,707	55	100.0%	100.0%
WwJerseyTops	Embroidered Tie Hem Tee	NAT WHITE	CORE	87	2	5.1%	3.6%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	35	1	2.0%	1.8%
		PINK MLT	TEE BAR D2	30	1	1.8%	1.8%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	52	2	3.1%	3.6%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	52	2	3.1%	3.6%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	33	2	1.9%	3.6%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	26	1	1.5%	1.8%
	Lou Lou Organic Shirt	WHITE MLT	CORE	26	1	1.5%	1.8%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	26	1	1.5%	1.8%
	Colour Block Jersey Top	PINK MLT	STAY AT HM	23	1	1.3%	1.8%
	Dolman Jersey Tee	BLUE MLT	STAY AT HM	23	1	1.3%	1.8%
	Neo Tee	FR NAVY	TEE BAR D2	23	1	1.3%	1.8%
	Spot Embroidered Tee	IVORY MLT	MIDNIGHT G	23	1	1.3%	1.8%
WwOutwCoat	Brooklyn Breton Blazer	NAVY BLUE	OUTERWEAR	165	2	9.7%	3.6%
	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	56	1	3.3%	1.8%
WwDressJersey	Sail Away Dress	BROWN MLT	FREE BIRD	100	5	5.9%	9.1%
	Aiken Eco Vero Dress	ORANGE MLT	DRESS EDIT	39	1	2.3%	1.8%
	Felicity EcoVero Wrap Dress	RED MLT	FLUID LINE	35	1	2.0%	1.8%
	Emily Dress	NAVY MULTI	CINNAMON T	26	1	1.5%	1.8%
	Rae Dress	PINK MLT	FREE BIRD	21	1	1.2%	1.8%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	2.5%	1.8%
		BLK MLT	PIETS GARD	30	1	1.8%	1.8%
		BRIL WHITE	BEAUT CITY	23	1	1.3%	1.8%
	Loganberry Collared Shirt	GREY MLT	MIDNIGHT G	30	1	1.8%	1.8%
	Pom Trim Jersey Shirt	BLUE MLT	CORE	30	1	1.8%	1.8%
	Garden Path Jersey Shirt	WHITE PL	CORE	26	1	1.5%	1.8%
WwKnitwCardi	Pinewood Cardi	MID TEAL	PIETS GARD	48	1	2.8%	1.8%
	Cinnamon Cable LL Cardigan	PALE IVORY	CINNAMON T	39	1	2.3%	1.8%
	Colourblock Cardigan	MID TAN	FREE BIRD	26	1	1.5%	1.8%
	Twinkle Jumper	MID PINK	MIDNIGHT G	26	1	1.5%	1.8%
WwKnitwJumper	Rib Sleeve Jumper	MID TAN	CINNAMON T	78	2	4.6%	3.6%
	Olivia Jumper	BRT ORANGE	KNIT SHOP	52	1	3.1%	1.8%
	Lilly V Neck Cardigan	MID ORANGE	GROW Y OWN	22	1	1.3%	1.8%
	Festive Fox Jumper	MINT GN PR	KNIT SHOP	(48)	-1	(2.8%)	(1.8%)
WwSkrtPatt	Cardamom Emb Denim Skirt	MID DENIM	CINNAMON T	39	1	2.3%	1.8%
	Chestern Burnout Skirt	NAVY PR	CORE	26	1	1.5%	1.8%
	Estelle Midi Skirt	NAT PR	CINNAMON T	26	1	1.5%	1.8%
WwJerseyTunic	Frill Neck Tunic	GREEN MLT	PIETS GARD	52	2	3.1%	3.6%
WwBtmsTrs	Winona Wide Leg Check Trouser	BROWN PR	CINNAMON T	39	1	2.3%	1.8%
WwDressWoven	Lexi EcoVero Dress	BLUE MLT	CINNAMON T	39	1	2.3%	1.8%
WwWovenTops	Phoebe Devore Top	CHART MLT	MIDNIGHT G	39	1	2.3%	1.8%
WwWovenTunic	Aloirie Tunic	BLK MLT	MIDNIGHT G	39	1	2.3%	1.8%
	Danika Tunic	NAVY MULTI	CINNAMON T	n/a		n/a%	n/a%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	21	1	1.2%	1.8%
	Canterbury Twill Skirt	DK NAT	BEAUT CITY	18	1	1.1%	1.8%
WwJerseySwts	Cotton Sweat	CORAL PR	STAY AT HM	26	1	1.5%	1.8%
WwBtmsJean	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	61	1	3.6%	1.8%
	Skye Twill Straight 7/8 Jean	LGT BROWN	BEAUT CITY	16	1	0.9%	1.8%
	Skinny Jean	MID DENIM	ESSENTIALS	(61)	-1	(3.6%)	(1.8%)

STORY ANALYSIS YESTERDAY

The crosstab contains no data

The crosstab contains no data

Hanover (Karstadt)

STORY ANALYSIS WEEK TO DATE

The crosstab contains no data

The crosstab contains no data

STORY ANALYSIS YESTERDAY

The crosstab contains no data

The crosstab contains no data

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	2,181	66	100.0%	100.0%
PIETS GARD	Total	506	15	23.2%	22.7%
	WwJerseyTops	247	8	11.3%	12.1%
	WwKnitwJumper	76	2	3.5%	3.0%
	WwJerseyShirts	56	2	2.6%	3.0%
	WwKnitwCardi	48	1	2.2%	1.5%
	WwDressJersey	39	1	1.8%	1.5%
	WwSkrtPlain	39	1	1.8%	1.5%
FREE BIRD	Total	397	10	18.2%	15.2%
	WwJerseyTunic	156	3	7.2%	4.5%
	WwJerseyShirts	87	2	4.0%	3.0%
	WwWovenTops	65	1	3.0%	1.5%
	WwDressJersey	42	2	1.9%	3.0%
	WwKnitwCardi	26	1	1.2%	1.5%
	WwSkrtPlain	21	1	1.0%	1.5%
FLUID LINE	Total	203	7	9.3%	10.6%
	WwKnitwCardi	93	3	4.3%	4.5%
	WwWovenTops	52	2	2.4%	3.0%
	WwDressJersey	35	1	1.6%	1.5%
	WwJerseyTops	23	1	1.0%	1.5%
ESSENTIALS	Total	161	3	7.4%	4.5%
	WwBtmsJean	104	2	4.8%	3.0%
	WwBtmsTrs	56	1	2.6%	1.5%
MIDNIGHT G	Total	135	4	6.2%	6.1%
	WwDressWoven	78	2	3.6%	3.0%
	WwJerseyShirts	30	1	1.4%	1.5%
	WwKnitwCardi	26	1	1.2%	1.5%
BEAUT CITY	Total	113	3	5.2%	4.5%
	WwOutwCoat	61	1	2.8%	1.5%
	WwJerseyTops	26	1	1.2%	1.5%
	WwWovenTops	26	1	1.2%	1.5%
MALIBAR	Total	113	3	5.2%	4.5%
	WwKnitwCardi	61	2	2.8%	3.0%
	WwWovenShirts	52	1	2.4%	1.5%
CORE	Total	112	4	5.1%	6.1%
	WwJerseyTops	60	3	2.7%	4.5%
	WwWovenShirts	52	1	2.4%	1.5%
KNIT SHOP	Total	100	2	4.6%	3.0%
	WwKnitwCardi	52	1	2.4%	1.5%
	WwKnitwJumper	48	1	2.2%	1.5%
CINNAMONT	Total	74	3	3.4%	4.5%
	WwJerseyShirts	30	1	1.4%	1.5%
	WwSkrtPatt	26	1	1.2%	1.5%
	WwDressJersey	17	1	0.8%	1.5%
TEE BAR	Total	72	4	3.3%	6.1%
	WwJerseyTops	72	4	3.3%	6.1%
VOLUME D2	Total	59	2	2.7%	3.0%
	WwKnitwCardi	59	2	2.7%	3.0%
DRESS EDIT	Total	52	2	2.4%	3.0%
	WwDressJersey	52	2	2.4%	3.0%
TEE BAR D2	Total	30	1	1.4%	1.5%
	WwJerseyTops	30	1	1.4%	1.5%
GROW Y OWN	Total	23	1	1.0%	1.5%
	WwSkrtPatt	23	1	1.0%	1.5%
STAY AT HM	Total	23	1	1.0%	1.5%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
STAY AT HM	WwJerseyTops	23	1	1.0%	1.5%
LINEN EDIT	Total	16	1	0.7%	1.5%
	WwJerseyTunic	16	1	0.7%	1.5%
TEA HOUSE	Total	(6)		(0.3%)	n/a%
	WwJerseyTops	16	1	0.8%	1.5%
	WwJerseyTunic	(23)	-1	(1.0%)	(1.5%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	2,181	66	100.0%	100.0%
WwJerseyTops	Emb Petal Top	MID TEAL	PIETS GARD	117	3	5.4%	4.5%
	Cosy Jersey Top	DUS BLUE	PIETS GARD	52	2	2.4%	3.0%
		CHARC GREY	CORE	26	1	1.2%	1.5%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	52	2	2.4%	3.0%
	Petunia Pocket Tee	PINK MLT	TEE BAR D2	30	1	1.4%	1.5%
	Veronica Tee	NAVY MULTI	TEE BAR	30	1	1.4%	1.5%
	Neo Jersey Tee	NAVY ST	TEE BAR	28	2	1.3%	3.0%
		NAVY PL	TEE BAR	14	1	0.6%	1.5%
		WHITE PL	TEE BAR	(14)	-1	(0.6%)	(1.5%)
	Cassie Crew Organic Tee	WASHED BLK	CORE	26	1	1.2%	1.5%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	26	1	1.2%	1.5%
	Texture Flower Jersey Top	MID TEAL	BEAUT CITY	26	1	1.2%	1.5%
	Dolman Jersey Tee	BLUE MLT	STAY AT HM	23	1	1.0%	1.5%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	23	1	1.0%	1.5%
	Roxy Rib Tee	NAT MLT	CORE	17	1	0.8%	1.5%
	Summer Fruits Jersey Tee	WHITE MUL	TEA HOUSE	16	1	0.8%	1.5%
	SS Daisy Jersey Tee	AQ TL M PR	TEE BAR	14	1	0.6%	1.5%
	Beach Break Jersey Top	WHITE PL	CORE	12	1	0.5%	1.5%
	Herb Garden Emb Jersey Tee	NAVY PL	CORE	23	1	1.0%	1.5%
		WHITE PL	CORE	(23)	-1	(1.0%)	(1.5%)
	Rosie Embroidered Jersey Tee	WHITE PL	CORE	(22)	-1	(1.0%)	(1.5%)
WwKnitwCardi	Anchor Marl Cardi	SFT BTL GR	MALIBAR	61	2	2.8%	3.0%
	City Colourblock Cardi	GREY	FLUID LINE	61	2	2.8%	3.0%
	Ocean Cardi	BRT ORA	VOLUME D2	30	1	1.4%	1.5%
		OLIVE GRN	VOLUME D2	29	1	1.3%	1.5%
		MUS YEL PL	VOLUME D2	n/a		n/a%	n/a%
	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	52	1	2.4%	1.5%
	Pinewood Cardi	MID TEAL	PIETS GARD	48	1	2.2%	1.5%
	Lane Button Side Cardigan	DEEP RED	FLUID LINE	33	1	1.5%	1.5%
	Colourblock Cardigan	MID TAN	FREE BIRD	26	1	1.2%	1.5%
	Twinkle Jumper	MID PINK	MIDNIGHT G	26	1	1.2%	1.5%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	87	2	4.0%	3.0%
		BLK MLT	PIETS GARD	30	1	1.4%	1.5%
	Loganberry Collared Shirt	GREY MLT	MIDNIGHT G	30	1	1.4%	1.5%
	Pom Trim Jersey Shirt	NAVY MULTI	CINNAMON T	30	1	1.4%	1.5%
	Mixed Media Top	BRT PINK	PIETS GARD	26	1	1.2%	1.5%
WwDressJersey	Sail Away Dress	BROWN MLT	FREE BIRD	42	2	1.9%	3.0%
	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	39	1	1.8%	1.5%
	Felicity EcoVero Wrap Dress	RED MLT	FLUID LINE	35	1	1.6%	1.5%
	3/4 Sleeve Tess Dress	BLUE MLT	DRESS EDIT	26	1	1.2%	1.5%
	Avery EcoVero Wrap Dress	TEAL PR	DRESS EDIT	26	1	1.2%	1.5%
	Emily Dress	NAVY MULTI	CINNAMON T	17	1	0.8%	1.5%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	156	3	7.2%	4.5%
	Bay Jersey Tunic	PINK PR	LINEN EDIT	16	1	0.7%	1.5%
	Teardrop Jersey Tunic	ROSE RD PR	TEA HOUSE	(23)	-1	(1.0%)	(1.5%)
WwWovenTops	Mixed Print Tunic	YELLOW MLT	FREE BIRD	65	1	3.0%	1.5%
	Maia Top	LGT PURPLE	FLUID LINE	52	2	2.4%	3.0%
	Boathouse Top	YELLOW MLT	BEAUT CITY	26	1	1.2%	1.5%
WwKnitwJumper	Karina Jumper	LGT BLUE	PIETS GARD	76	2	3.5%	3.0%
	Over the Rainbow jumper	GREY MLT	KNIT SHOP	48	1	2.2%	1.5%
WwBtmsJean	Straight Crop	SPRNG P PL	ESSENTIALS	104	2	4.8%	3.0%
WwWovenShirts	Emi Spot Shirt	WHITE PL	MALIBAR	52	1	2.4%	1.5%
	Emma Organic Shirt	PALE IVORY	CORE	52	1	2.4%	1.5%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwDressWoven	Bella Dress	PINK MLT	MIDNIGHT G	78	2	3.6%	3.0%
WwOutwCoat	Petra Parka	DK NAT	BEAUT CITY	61	1	2.8%	1.5%
WwSkrtPlain	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	39	1	1.8%	1.5%
	Margarita Cord Skirt	MID PINK	FREE BIRD	21	1	1.0%	1.5%
WwBtmsTrs	Whitcombe Organic Slim Cord	MID TEAL	ESSENTIALS	56	1	2.6%	1.5%
WwSkrtPatt	Rumi Reversible Skirt	BLUE PR	CINNAMON T	26	1	1.2%	1.5%
	Sprouting Reversible Skirt	NAT MLT	GROW Y OWN	23	1	1.0%	1.5%

STORY ANALYSIS YESTERDAY

The crosstab contains no data

The crosstab contains no data

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	451	19	100.0%	100.0%
FREE BIRD	Total	135	4	29.8%	21.1%
	WwDressJersey	69	2	15.4%	10.5%
	WwJerseyTunic	35	1	7.7%	5.3%
	WwBtmsTrs	30	1	6.7%	5.3%
CINNAMON T	Total	89	4	19.8%	21.1%
	WwJerseyShirts	30	1	6.7%	5.3%
	WwJerseyTops	26	1	5.8%	5.3%
	WwWovenShirts	17	1	3.8%	5.3%
	WwSkrtPatt	16	1	3.5%	5.3%
STAY AT HM	Total	65	1	14.4%	5.3%
	WwBtmsTrs	65	1	14.4%	5.3%
KNIT SHOP	Total	35	2	7.7%	10.5%
	WwKnitwJumper	35	2	7.7%	10.5%
BEAUT CITY	Total	26	1	5.8%	5.3%
	WwBtmsJean	26	1	5.8%	5.3%
MIDNIGHT G	Total	23	1	5.0%	5.3%
	WwDressWoven	23	1	5.0%	5.3%
PIETS GARD	Total	23	1	5.0%	5.3%
	WwJerseyTops	23	1	5.0%	5.3%
KIDS D3	Total	17	2	3.7%	10.5%
	WwSgvSgv	17	2	3.7%	10.5%
CORE	Total	16	1	3.7%	5.3%
	WwJerseyTops	16	1	3.7%	5.3%
KIDS S&B	Total	14	1	3.1%	5.3%
	WwSgvSgv	14	1	3.1%	5.3%
HOLIDAY	Total	10	1	2.1%	5.3%
	WwIntimSwimw	10	1	2.1%	5.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	451	19	100.0%	100.0%
WwBtmsTrs	Olivia Trouser	MID GREEN	STAY AT HM	65	1	14.4%	5.3%
	Cord Utility Trouser	MID PINK	FREE BIRD	30	1	6.7%	5.3%
WwDressJersey	Rae Dress	PINK MLT	FREE BIRD	35	1	7.7%	5.3%
	Sail Away Dress	BROWN MLT	FREE BIRD	35	1	7.7%	5.3%
WwJerseyTops	Poppy Frill Neck Organic Tee	PINK MLT	PIETS GARD	23	1	5.0%	5.3%
		MID BLUE	CORE	16	1	3.7%	5.3%
	Joan Jersey Shirt	BLUE MLT	CINNAMON T	26	1	5.8%	5.3%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	35	1	7.7%	5.3%
WwKnitwJumper	Rainbow Jumper	TAN PR	KNIT SHOP	35	2	7.7%	10.5%
WwJerseyShirts	Pom Trim Jersey Shirt	NAVY MULTI	CINNAMON T	30	1	6.7%	5.3%
WwSgvSgv	Fun In The Sun Jersey Vest	MG WHITE	KIDS D3	8	1	1.8%	5.3%
		RASB PINK	KIDS D3	8	1	1.8%	5.3%
	Pom Ears Hat	NATURAL	KIDS S&B	14	1	3.1%	5.3%
WwBtmsJean	Skye Twill Straight 7/8 Jean	LGT BROWN	BEAUT CITY	26	1	5.8%	5.3%
WwDressWoven	Himari EcoVero Dress	PURPLE MLT	MIDNIGHT G	23	1	5.0%	5.3%
WwWovenShirts	Della Shirt	PINK MLT	CINNAMON T	17	1	3.8%	5.3%
WwSkrtPatt	Canterbury Organic Cord Skirt	DARK NAVY	CINNAMON T	16	1	3.5%	5.3%
WwIntimSwimw	Vacation Tee	WHITE	HOLIDAY	10	1	2.1%	5.3%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	451	19	100.0%	100.0%
FREE BIRD	Total	135	4	29.8%	21.1%
	WwDressJersey	69	2	15.4%	10.5%
	WwJerseyTunic	35	1	7.7%	5.3%
	WwBtmsTrs	30	1	6.7%	5.3%
CINNAMONT	Total	89	4	19.8%	21.1%
	WwJerseyShirts	30	1	6.7%	5.3%
	WwJerseyTops	26	1	5.8%	5.3%
	WwWovenShirts	17	1	3.8%	5.3%
	WwSkrtPatt	16	1	3.5%	5.3%
STAY AT HM	Total	65	1	14.4%	5.3%
	WwBtmsTrs	65	1	14.4%	5.3%
KNIT SHOP	Total	35	2	7.7%	10.5%
	WwKnitwJumper	35	2	7.7%	10.5%
BEAUT CITY	Total	26	1	5.8%	5.3%
	WwBtmsJean	26	1	5.8%	5.3%
MIDNIGHT G	Total	23	1	5.0%	5.3%
	WwDressWoven	23	1	5.0%	5.3%
PIETS GARD	Total	23	1	5.0%	5.3%
	WwJerseyTops	23	1	5.0%	5.3%
KIDS D3	Total	17	2	3.7%	10.5%
	WwSgvSgv	17	2	3.7%	10.5%
CORE	Total	16	1	3.7%	5.3%
	WwJerseyTops	16	1	3.7%	5.3%
KIDS S&B	Total	14	1	3.1%	5.3%
	WwSgvSgv	14	1	3.1%	5.3%
HOLIDAY	Total	10	1	2.1%	5.3%
	WwIntimSwimw	10	1	2.1%	5.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	451	19	100.0%	100.0%
WwBtmsTrs	Olivia Trouser	MID GREEN	STAY AT HM	65	1	14.4%	5.3%
	Cord Utility Trouser	MID PINK	FREE BIRD	30	1	6.7%	5.3%
WwDressJersey	Rae Dress	PINK MLT	FREE BIRD	35	1	7.7%	5.3%
	Sail Away Dress	BROWN MLT	FREE BIRD	35	1	7.7%	5.3%
WwJerseyTops	Poppy Frill Neck Organic Tee	PINK MLT	PIETS GARD	23	1	5.0%	5.3%
		MID BLUE	CORE	16	1	3.7%	5.3%
	Joan Jersey Shirt	BLUE MLT	CINNAMON T	26	1	5.8%	5.3%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	35	1	7.7%	5.3%
WwKnitwJumper	Rainbow Jumper	TAN PR	KNIT SHOP	35	2	7.7%	10.5%
WwJerseyShirts	Pom Trim Jersey Shirt	NAVY MULTI	CINNAMON T	30	1	6.7%	5.3%
WwSgvSgv	Fun In The Sun Jersey Vest	MG WHITE	KIDS D3	8	1	1.8%	5.3%
		RASB PINK	KIDS D3	8	1	1.8%	5.3%
	Pom Ears Hat	NATURAL	KIDS S&B	14	1	3.1%	5.3%
WwBtmsJean	Skye Twill Straight 7/8 Jean	LGT BROWN	BEAUT CITY	26	1	5.8%	5.3%
WwDressWoven	Himari EcoVero Dress	PURPLE MLT	MIDNIGHT G	23	1	5.0%	5.3%
WwWovenShirts	Della Shirt	PINK MLT	CINNAMON T	17	1	3.8%	5.3%
WwSkrtPatt	Canterbury Organic Cord Skirt	DARK NAVY	CINNAMON T	16	1	3.5%	5.3%
WwIntimSwimw	Vacation Tee	WHITE	HOLIDAY	10	1	2.1%	5.3%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	879	18	100.0%	100.0%
BOTANICAL	Total	248	4	28.2%	22.2%
	WwWovenTops	113	2	12.8%	11.1%
	WwKnitwCardi	70	1	7.9%	5.6%
	WwKnitwJumper	65	1	7.4%	5.6%
ESSENTIALS	Total	206	4	23.5%	22.2%
	WwBtmsJean	154	3	17.5%	16.7%
	WwBtmsTrs	52	1	5.9%	5.6%
UTILITY	Total	199	4	22.6%	22.2%
	WwWovenShirts	56	1	6.4%	5.6%
	WwDressJersey	55	1	6.3%	5.6%
	WwJerseyShirts	43	1	4.9%	5.6%
	WwJerseyTops	43	1	4.9%	5.6%
FREE BIRD	Total	164	3	18.6%	16.7%
	WwWovenShirts	164	3	18.6%	16.7%
CORE	Total	63	3	7.2%	16.7%
	WwJerseyTops	46	2	5.2%	11.1%
	WwBtmsPants	17	1	1.9%	5.6%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	879	18	100.0%	100.0%
WwWovenShirts	Sally Shirt	IVORY MLT	FREE BIRD	164	3	18.6%	16.7%
	Alaia Shirt	IVORY MLT	UTILITY	56	1	6.4%	5.6%
WwBtmsJean	Straight Crop Jean	WHITE	ESSENTIALS	102	2	11.6%	11.1%
	Straight Crop	SPRNG P PL	ESSENTIALS	52	1	5.9%	5.6%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	113	2	12.8%	11.1%
WwJerseyTops	Poppy Frill Neck Organic Tee	MID BLUE	CORE	46	2	5.2%	11.1%
	Utility Jersey Top	GREEN MLT	UTILITY	43	1	4.9%	5.6%
WwKnitwCardi	Mixy Plain Long Line Cardi	LGT YELLOW	BOTANICAL	70	1	7.9%	5.6%
WwKnitwJumper	Cecily Jumper	BLUE MLT	BOTANICAL	65	1	7.4%	5.6%
WwDressJersey	Esther Eco Vero Dress	GREEN MLT	UTILITY	55	1	6.3%	5.6%
WwBtmsTrs	Straight Crop Jean	MID GREEN	ESSENTIALS	52	1	5.9%	5.6%
WwJerseyShirts	Fenella Shirt	PINK MLT	UTILITY	43	1	4.9%	5.6%
WwBtmsPants	Jumping Lil Leggings	DK CHARCOA	CORE	17	1	1.9%	5.6%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	208	4	100.0%	100.0%
BOTANICAL	Total	135	2	64.8%	50.0%
	WwKnitwCardi	70	1	33.4%	25.0%
	WwKnitwJumper	65	1	31.3%	25.0%
FREE BIRD	Total	52	1	25.1%	25.0%
	WwWovenShirts	52	1	25.1%	25.0%
CORE	Total	21	1	10.2%	25.0%
	WwJerseyTops	21	1	10.2%	25.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	208	4	100.0%	100.0%
WwKnitwCardi	Mixy Plain Long Line Cardi	LGT YELLOW	BOTANICAL	70	1	33.4%	25.0%
WwKnitwJumper	Cecily Jumper	BLUE MLT	BOTANICAL	65	1	31.3%	25.0%
WwWovenShirts	Sally Shirt	IVORY MLT	FREE BIRD	52	1	25.1%	25.0%
WwJerseyTops	Poppy Frill Neck Organic Tee	MID BLUE	CORE	21	1	10.2%	25.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	912	23	100.0%	100.0%
OUTERWEAR	Total	222	2	24.3%	8.7%
	WwOutwCoat	222	2	24.3%	8.7%
PIETS GARD	Total	204	6	22.4%	26.1%
	WwJerseyTops	117	4	12.9%	17.4%
	WwKnitwCardi	48	1	5.2%	4.3%
	WwKnitwJumper	39	1	4.3%	4.3%
CORE	Total	156	5	17.1%	21.7%
	WwJerseyTops	104	4	11.4%	17.4%
	WwWovenShirts	52	1	5.7%	4.3%
ESSENTIALS	Total	113	2	12.4%	8.7%
	WwBtmsTrs	56	1	6.2%	4.3%
	WwSkrtPlain	56	1	6.2%	4.3%
STAY AT HM	Total	65	3	7.1%	13.0%
	WwBtmsPants	65	3	7.1%	13.0%
MIDNIGHT G	Total	52	2	5.7%	8.7%
	WwDressJersey	52	2	5.7%	8.7%
KNIT SHOP	Total	48	1	5.2%	4.3%
	WwKnitwJumper	48	1	5.2%	4.3%
BEAUT CITY	Total	35	1	3.8%	4.3%
	WwJerseyShirts	35	1	3.8%	4.3%
TEA HOUSE	Total	26	1	2.9%	4.3%
	WwJerseyTunic	26	1	2.9%	4.3%
FLUID LINE	Total	(9)		(1.0%)	n/a%
	WwKnitwCardi	35	1	3.8%	4.3%
	WwDressWoven	(43)	-1	(4.8%)	(4.3%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	912	23	100.0%	100.0%
WwOutwCoat	Bayeswater Parka	DARK NAVY	OUTERWEAR	143	1	15.7%	4.3%
	Gowan Linen Blazer	SL GREY PL	OUTERWEAR	78	1	8.6%	4.3%
WwJerseyTops	Cassie Crew Organic Tee	WASHED BLK	CORE	78	3	8.6%	13.0%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	78	3	8.6%	13.0%
	Emb Petal Top	MID TEAL	PIETS GARD	39	1	4.3%	4.3%
	Lou Lou Organic Shirt	WHITE MLT	CORE	26	1	2.9%	4.3%
WwKnitwJumper	Over the Rainbow jumper	GREY MLT	KNIT SHOP	48	1	5.2%	4.3%
	Karina Jumper	LGT BLUE	PIETS GARD	39	1	4.3%	4.3%
WwKnitwCardi	Pinewood Cardi	MID TEAL	PIETS GARD	48	1	5.2%	4.3%
	Lane Button Side Cardigan	DEEP RED	FLUID LINE	35	1	3.8%	4.3%
WwBtmsPants	HEART PRINT JOGGER	DK CORAL	STAY AT HM	65	3	7.1%	13.0%
WwBtmsTrs	Whitcombe Organic Slim Cord	MID TEAL	ESSENTIALS	56	1	6.2%	4.3%
WwSkrtPlain	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	56	1	6.2%	4.3%
WwWovenShirts	Emma Organic Shirt	PALE IVORY	CORE	52	1	5.7%	4.3%
WwDressJersey	Imogen Dress	GREY MLT	MIDNIGHT G	52	2	5.7%	8.7%
WwJerseyShirts	LS Painting Jersey Shirt	RED MLT	BEAUT CITY	35	1	3.8%	4.3%
WwJerseyTunic	Teardrop Jersey Tunic	P AQ TL PT	TEA HOUSE	26	1	2.9%	4.3%
WwDressWoven	Camilla Dress	GREY MLT	FLUID LINE	(43)	-1	(4.8%)	(4.3%)

STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	698	29	100.0%	100.0%
CORE	Total	186	8	26.6%	27.6%
	WwJerseyTops	125	6	17.9%	20.7%
	WwJerseyShirts	61	2	8.7%	6.9%
PIETS GARD	Total	144	5	20.7%	17.2%
	WwJerseyTops	65	2	9.3%	6.9%
	WwDressWoven	49	2	7.0%	6.9%
	WwJerseyShirts	30	1	4.4%	3.4%
STAY AT HM	Total	129	4	18.4%	13.8%
	WwDressJersey	52	1	7.5%	3.4%
	WwBtmsTrs	43	1	6.2%	3.4%
	WwBtmsPants	17	1	2.5%	3.4%
	WwJerseySwts	16	1	2.2%	3.4%
FLUID LINE	Total	48	2	6.8%	6.9%
	WwKnitwJumper	30	1	4.4%	3.4%
	WwJerseyTops	17	1	2.5%	3.4%
DRESS EDIT	Total	35	1	5.0%	3.4%
	WwDressJersey	35	1	5.0%	3.4%
FREE BIRD	Total	35	1	5.0%	3.4%
	WwDressJersey	35	1	5.0%	3.4%
SPOT CAT	Total	26	2	3.7%	6.9%
	WwSgvSgv	26	2	3.7%	6.9%
LOST PARIS	Total	23	2	3.4%	6.9%
	WwSgvSgv	23	2	3.4%	6.9%
ORIENTAL L	Total	23	1	3.2%	3.4%
	WwIntimNightw	23	1	3.2%	3.4%
ANIMAL T	Total	17	1	2.5%	3.4%
	WwSgvSgv	17	1	2.5%	3.4%
FANTASY F	Total	17	1	2.5%	3.4%
	WwSgvSgv	17	1	2.5%	3.4%
MIDNIGHT G	Total	16	1	2.2%	3.4%
	WwKnitwJumper	16	1	2.2%	3.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	698	29	100.0%	100.0%
WwJerseyTops	Cassie Crew Organic Tee	BRIL WHITE	CORE	26	1	3.7%	3.4%
		WASHED BLK	CORE	22	1	3.1%	3.4%
		MID YELLOW	CORE	17	1	2.5%	3.4%
		NAT MLT	FLUID LINE	17	1	2.5%	3.4%
	Poppy Frill Neck Organic Tee	NAT WHITE	CORE	43	2	6.2%	6.9%
		MID BLUE	CORE	16	1	2.4%	3.4%
	Emb Petal Top	MID TEAL	PIETS GARD	39	1	5.6%	3.4%
WwDressJersey	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	3.7%	3.4%
	Tiered Sweat Dress	CHARC GREY	STAY AT HM	52	1	7.5%	3.4%
	3/4 Sleeve Tess Dress	NAVY MULTI	DRESS EDIT	35	1	5.0%	3.4%
	Rae Dress	PINK MLT	FREE BIRD	35	1	5.0%	3.4%
WwJerseyShirts	Pom Trim Jersey Shirt	BRIL WHITE	CORE	61	2	8.7%	6.9%
	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	4.4%	3.4%
WwSgvSgv	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	2.5%	3.4%
	Niko Cotton Cargo Trousers	KHAKI GRN	ANIMAL T	17	1	2.5%	3.4%
	Kids Star Tippet Scarf	GREEN MLT	LOST PARIS	14	1	2.0%	3.4%
	Spot The Cat Jersey Dress	PINK MLT	SPOT CAT	14	1	2.0%	3.4%
	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	12	1	1.7%	3.4%
	Sofia Frill Jersey Tee	DEEP PINK	LOST PARIS	10	1	1.4%	3.4%
WwDressWoven	Rua Shirt Dress	NAVY MULTI	PIETS GARD	26	1	3.7%	3.4%
	Darcy Cord Pinny	MID TEAL	PIETS GARD	23	1	3.2%	3.4%
WwKnitwJumper	Rib Patch Slash Neck Jumper	MID CORAL	FLUID LINE	30	1	4.4%	3.4%
	Puff Sleeve Jumper	MID CHART	MIDNIGHT G	16	1	2.2%	3.4%
WwBtmsTrs	Cosy Jogger	MID GREY	STAY AT HM	43	1	6.2%	3.4%
WwIntimNightw	Suri Woven PJ Bottoms	ORANGE MLT	ORIENTAL L	23	1	3.2%	3.4%
WwBtmsPants	HEART PRINT JOGGER	DK CORAL	STAY AT HM	17	1	2.5%	3.4%
WwJerseySwts	Cotton Sweat	PINK MLT	STAY AT HM	16	1	2.2%	3.4%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	698	29	100.0%	100.0%
CORE	Total	186	8	26.6%	27.6%
	WwJerseyTops	125	6	17.9%	20.7%
	WwJerseyShirts	61	2	8.7%	6.9%
PIETS GARD	Total	144	5	20.7%	17.2%
	WwJerseyTops	65	2	9.3%	6.9%
	WwDressWoven	49	2	7.0%	6.9%
	WwJerseyShirts	30	1	4.4%	3.4%
STAY AT HM	Total	129	4	18.4%	13.8%
	WwDressJersey	52	1	7.5%	3.4%
	WwBtmsTrs	43	1	6.2%	3.4%
	WwBtmsPants	17	1	2.5%	3.4%
	WwJerseySwts	16	1	2.2%	3.4%
FLUID LINE	Total	48	2	6.8%	6.9%
	WwKnitwJumper	30	1	4.4%	3.4%
	WwJerseyTops	17	1	2.5%	3.4%
DRESS EDIT	Total	35	1	5.0%	3.4%
	WwDressJersey	35	1	5.0%	3.4%
FREE BIRD	Total	35	1	5.0%	3.4%
	WwDressJersey	35	1	5.0%	3.4%
SPOT CAT	Total	26	2	3.7%	6.9%
	WwSgvSgv	26	2	3.7%	6.9%
LOST PARIS	Total	23	2	3.4%	6.9%
	WwSgvSgv	23	2	3.4%	6.9%
ORIENTAL L	Total	23	1	3.2%	3.4%
	WwIntimNightw	23	1	3.2%	3.4%
ANIMAL T	Total	17	1	2.5%	3.4%
	WwSgvSgv	17	1	2.5%	3.4%
FANTASY F	Total	17	1	2.5%	3.4%
	WwSgvSgv	17	1	2.5%	3.4%
MIDNIGHT G	Total	16	1	2.2%	3.4%
	WwKnitwJumper	16	1	2.2%	3.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	698	29	100.0%	100.0%
WwJerseyTops	Cassie Crew Organic Tee	BRIL WHITE	CORE	26	1	3.7%	3.4%
		WASHED BLK	CORE	22	1	3.1%	3.4%
		MID YELLOW	CORE	17	1	2.5%	3.4%
		NAT MLT	FLUID LINE	17	1	2.5%	3.4%
	Poppy Frill Neck Organic Tee	NAT WHITE	CORE	43	2	6.2%	6.9%
		MID BLUE	CORE	16	1	2.4%	3.4%
	Emb Petal Top	MID TEAL	PIETS GARD	39	1	5.6%	3.4%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	3.7%	3.4%
WwDressJersey	Tiered Sweat Dress	CHARC GREY	STAY AT HM	52	1	7.5%	3.4%
	3/4 Sleeve Tess Dress	NAVY MULTI	DRESS EDIT	35	1	5.0%	3.4%
	Rae Dress	PINK MLT	FREE BIRD	35	1	5.0%	3.4%
WwJerseyShirts	Pom Trim Jersey Shirt	BRIL WHITE	CORE	61	2	8.7%	6.9%
	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	4.4%	3.4%
WwSgvSgv	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	2.5%	3.4%
	Niko Cotton Cargo Trousers	KHAKI GRN	ANIMAL T	17	1	2.5%	3.4%
	Kids Star Tippet Scarf	GREEN MLT	LOST PARIS	14	1	2.0%	3.4%
	Spot The Cat Jersey Dress	PINK MLT	SPOT CAT	14	1	2.0%	3.4%
	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	12	1	1.7%	3.4%
	Sofia Frill Jersey Tee	DEEP PINK	LOST PARIS	10	1	1.4%	3.4%
WwDressWoven	Rua Shirt Dress	NAVY MULTI	PIETS GARD	26	1	3.7%	3.4%
	Darcy Cord Pinny	MID TEAL	PIETS GARD	23	1	3.2%	3.4%
WwKnitwJumper	Rib Patch Slash Neck Jumper	MID CORAL	FLUID LINE	30	1	4.4%	3.4%
	Puff Sleeve Jumper	MID CHART	MIDNIGHT G	16	1	2.2%	3.4%
WwBtmsTrs	Cosy Jogger	MID GREY	STAY AT HM	43	1	6.2%	3.4%
WwIntimNightw	Suri Woven PJ Bottoms	ORANGE MLT	ORIENTAL L	23	1	3.2%	3.4%
WwBtmsPants	HEART PRINT JOGGER	DK CORAL	STAY AT HM	17	1	2.5%	3.4%
WwJerseySwts	Cotton Sweat	PINK MLT	STAY AT HM	16	1	2.2%	3.4%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	163	5	100.0%	100.0%
PIETS GARD	Total	74	2	45.2%	40.0%
	WwKnitwCardi	48	1	29.3%	20.0%
	WwJerseyTops	26	1	15.9%	20.0%
ESSENTIALS	Total	48	1	29.3%	20.0%
	WwBtmsJean	48	1	29.3%	20.0%
FREE BIRD	Total	42	2	25.5%	40.0%
	WwKnitwJumper	21	1	12.8%	20.0%
	WwSkrtPlain	21	1	12.8%	20.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	163	5	100.0%	100.0%
WwBtmsJean	Janey Jegging	PURE BLK	ESSENTIALS	48	1	29.3%	20.0%
WwKnitwCardi	Pinewood Cardi	MID TEAL	PIETS GARD	48	1	29.3%	20.0%
WwJerseyTops	Joan Jersey Shirt	NAT MLT	PIETS GARD	26	1	15.9%	20.0%
WwKnitwJumper	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	21	1	12.8%	20.0%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	21	1	12.8%	20.0%

STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	768	25	100.0%	100.0%
PIETS GARD	Total	170	6	22.2%	24.0%
	WwSkrtPlain	83	2	10.7%	8.0%
	WwJerseyTops	40	2	5.2%	8.0%
	WwJerseyShirts	30	1	4.0%	4.0%
	WwKnitwJumper	17	1	2.3%	4.0%
ESSENTIALS	Total	137	3	17.8%	12.0%
	WwBtmsJean	80	2	10.5%	8.0%
	WwSkrtPlain	56	1	7.4%	4.0%
CORE	Total	90	3	11.8%	12.0%
	WwWovenShirts	52	1	6.8%	4.0%
	WwJerseyTops	38	2	5.0%	8.0%
STAY AT HM	Total	85	2	11.0%	8.0%
	WwDressJersey	85	2	11.0%	8.0%
FLUID LINE	Total	61	2	7.9%	8.0%
	WwSkrtPlain	35	1	4.5%	4.0%
	WwKnitwJumper	26	1	3.4%	4.0%
MALIBAR	Total	52	1	6.8%	4.0%
	WwWovenShirts	52	1	6.8%	4.0%
BEAUT CITY	Total	46	2	6.0%	8.0%
	WwSkrtPlain	24	1	3.2%	4.0%
	WwJerseyTops	22	1	2.8%	4.0%
BOTANICAL	Total	43	1	5.7%	4.0%
	WwJerseyShirts	43	1	5.7%	4.0%
FANTASY F	Total	35	2	4.5%	8.0%
	WwSgvSgv	35	2	4.5%	8.0%
ORIENTAL L	Total	26	2	3.4%	8.0%
	WwIntimNightw	26	2	3.4%	8.0%
ANIMAL T	Total	23	1	2.9%	4.0%
	WwSgvSgv	23	1	2.9%	4.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	768	25	100.0%	100.0%
WwSkrtPlain	Canterbury Twill Skirt	KHAKI GRN	PIETS GARD	56	1	7.4%	4.0%
		PURE BLK	FLUID LINE	35	1	4.5%	4.0%
		DK NAT	BEAUT CITY	24	1	3.2%	4.0%
	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	56	1	7.4%	4.0%
	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	26	1	3.4%	4.0%
WwWovenShirts	Emi Spot Shirt	WHITE PL	MALIBAR	52	1	6.8%	4.0%
	Emma Shirt	MID BLUE	CORE	52	1	6.8%	4.0%
WwJerseyTops	Poppy Frill Neck Organic Tee	PINK MLT	PIETS GARD	23	1	2.9%	4.0%
		MID BLUE	CORE	16	1	2.1%	4.0%
	Button Organic Textured Top	BLUE MLT	BEAUT CITY	22	1	2.8%	4.0%
	Cassie Crew Organic Tee	WASHED BLK	CORE	22	1	2.8%	4.0%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	17	1	2.3%	4.0%
WwDressJersey	Tiered Sweat Dress	CHARC GREY	STAY AT HM	52	1	6.8%	4.0%
	Spotty Sweat Dress	GREY MLT	STAY AT HM	33	1	4.2%	4.0%
WwBtmsJean	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	61	1	7.9%	4.0%
	Jodie Spot Ponte Jeggings	GREY MLT	ESSENTIALS	20	1	2.5%	4.0%
WwJerseyShirts	Painting Shirt	NAVY PR	BOTANICAL	43	1	5.7%	4.0%
	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	4.0%	4.0%
WwSgvSgv	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	35	2	4.5%	8.0%
	Souvenir Stripe Jumper	GREEN MLT	ANIMAL T	23	1	2.9%	4.0%
WwKnitwJumper	Urban Crew Neck Jumper	MID RED	FLUID LINE	26	1	3.4%	4.0%
	Olivia Stripe Jumper	MID CORAL	PIETS GARD	17	1	2.3%	4.0%
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	13	1	1.7%	4.0%
	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	13	1	1.7%	4.0%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	768	25	100.0%	100.0%
PIETS GARD	Total	170	6	22.2%	24.0%
	WwSkrtPlain	83	2	10.7%	8.0%
	WwJerseyTops	40	2	5.2%	8.0%
	WwJerseyShirts	30	1	4.0%	4.0%
	WwKnitwJumper	17	1	2.3%	4.0%
ESSENTIALS	Total	137	3	17.8%	12.0%
	WwBtmsJean	80	2	10.5%	8.0%
	WwSkrtPlain	56	1	7.4%	4.0%
CORE	Total	90	3	11.8%	12.0%
	WwWovenShirts	52	1	6.8%	4.0%
	WwJerseyTops	38	2	5.0%	8.0%
STAY AT HM	Total	85	2	11.0%	8.0%
	WwDressJersey	85	2	11.0%	8.0%
FLUID LINE	Total	61	2	7.9%	8.0%
	WwSkrtPlain	35	1	4.5%	4.0%
	WwKnitwJumper	26	1	3.4%	4.0%
MALIBAR	Total	52	1	6.8%	4.0%
	WwWovenShirts	52	1	6.8%	4.0%
BEAUT CITY	Total	46	2	6.0%	8.0%
	WwSkrtPlain	24	1	3.2%	4.0%
	WwJerseyTops	22	1	2.8%	4.0%
BOTANICAL	Total	43	1	5.7%	4.0%
	WwJerseyShirts	43	1	5.7%	4.0%
FANTASY F	Total	35	2	4.5%	8.0%
	WwSgvSgv	35	2	4.5%	8.0%
ORIENTAL L	Total	26	2	3.4%	8.0%
	WwIntimNightw	26	2	3.4%	8.0%
ANIMAL T	Total	23	1	2.9%	4.0%
	WwSgvSgv	23	1	2.9%	4.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	768	25	100.0%	100.0%
WwSkrtPlain	Canterbury Twill Skirt	KHAKI GRN	PIETS GARD	56	1	7.4%	4.0%
		PURE BLK	FLUID LINE	35	1	4.5%	4.0%
		DK NAT	BEAUT CITY	24	1	3.2%	4.0%
	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	56	1	7.4%	4.0%
	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	26	1	3.4%	4.0%
WwWovenShirts	Emi Spot Shirt	WHITE PL	MALIBAR	52	1	6.8%	4.0%
	Emma Shirt	MID BLUE	CORE	52	1	6.8%	4.0%
WwJerseyTops	Poppy Frill Neck Organic Tee	PINK MLT	PIETS GARD	23	1	2.9%	4.0%
		MID BLUE	CORE	16	1	2.1%	4.0%
	Button Organic Textured Top	BLUE MLT	BEAUT CITY	22	1	2.8%	4.0%
	Cassie Crew Organic Tee	WASHED BLK	CORE	22	1	2.8%	4.0%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	17	1	2.3%	4.0%
WwDressJersey	Tiered Sweat Dress	CHARC GREY	STAY AT HM	52	1	6.8%	4.0%
	Spotty Sweat Dress	GREY MLT	STAY AT HM	33	1	4.2%	4.0%
WwBtmsJean	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	61	1	7.9%	4.0%
	Jodie Spot Ponte Jeggings	GREY MLT	ESSENTIALS	20	1	2.5%	4.0%
WwJerseyShirts	Painting Shirt	NAVY PR	BOTANICAL	43	1	5.7%	4.0%
	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	4.0%	4.0%
WwSgvSgv	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	35	2	4.5%	8.0%
	Souvenir Stripe Jumper	GREEN MLT	ANIMAL T	23	1	2.9%	4.0%
WwKnitwJumper	Urban Crew Neck Jumper	MID RED	FLUID LINE	26	1	3.4%	4.0%
	Olivia Stripe Jumper	MID CORAL	PIETS GARD	17	1	2.3%	4.0%
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	13	1	1.7%	4.0%
	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	13	1	1.7%	4.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	652	15	100.0%	100.0%
BOTANICAL	Total	214	5	32.8%	33.3%
	WwJerseyTops	65	2	10.0%	13.3%
	WwKnitwJumper	56	1	8.7%	6.7%
	WwWovenTops	56	1	8.5%	6.7%
	WwJerseyShirts	37	1	5.6%	6.7%
FREE BIRD	Total	126	2	19.3%	13.3%
	WwKnitwCardi	83	1	12.7%	6.7%
	WwJerseyShirts	43	1	6.7%	6.7%
ESSENTIALS	Total	104	2	16.0%	13.3%
	WwBtmsJean	52	1	8.0%	6.7%
	WwSkrtPlain	52	1	8.0%	6.7%
UTILITY	Total	89	2	13.7%	13.3%
	WwWovenShirts	56	1	8.7%	6.7%
	WwJerseyShirts	33	1	5.0%	6.7%
KNIT SHOP	Total	56	1	8.7%	6.7%
	WwKnitwJumper	56	1	8.7%	6.7%
CORE	Total	26	2	4.0%	13.3%
	WwJerseyShirts	26	2	4.0%	13.3%
TEE BAR D2	Total	23	1	3.5%	6.7%
	WwJerseyTops	23	1	3.5%	6.7%
BEAUT CITY	Total	13		2.0%	n/a%
	WwJerseyShirts	39	1	6.0%	6.7%
	WwWovenTops	(26)	-1	(4.0%)	(6.7%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	652	15	100.0%	100.0%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	6.7%	6.7%
		BRIL WHITE	BEAUT CITY	39	1	6.0%	6.7%
	Pocket Jersey Shirt	NAT MLT	BOTANICAL	37	1	5.6%	6.7%
	Fenella Shirt	MID GREEN	UTILITY	33	1	5.0%	6.7%
	Interest Front Pickle Shirt	NAVY PL	CORE	17	1	2.7%	6.7%
	Garden Path Jersey Shirt	WHITE PL	CORE	9	1	1.3%	6.7%
WwKnitwJumper	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	56	1	8.7%	6.7%
	Orla Organic Ribbed Sweater	BLUE MLT	KNIT SHOP	56	1	8.7%	6.7%
WwJerseyTops	Crochet Pocket Tee	LGT YELLOW	BOTANICAL	65	2	10.0%	13.3%
	Nelly Notch Neck Tee	MID YELLOW	TEE BAR D2	23	1	3.5%	6.7%
WwKnitwCardi	Colourblock Cardigan	MID TAN	FREE BIRD	83	1	12.7%	6.7%
WwWovenShirts	Alaia Shirt	IVORY MLT	UTILITY	56	1	8.7%	6.7%
WwBtmsJean	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	61	1	9.3%	6.7%
	Jade Jegging Crop	LT DENIM	ESSENTIALS	43	1	6.7%	6.7%
	Straight Crop	SPRNG P PL	ESSENTIALS	(52)	-1	(8.0%)	(6.7%)
WwSkrtPlain	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	52	1	8.0%	6.7%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	56	1	8.5%	6.7%
	Willa Top	MID DENIM	BEAUT CITY	(26)	-1	(4.0%)	(6.7%)

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	395	8	100.0%	100.0%
BOTANICAL	Total	147	3	37.2%	37.5%
	WwKnitwJumper	56	1	14.3%	12.5%
	WwWovenTops	56	1	14.1%	12.5%
	WwJerseyTops	35	1	8.8%	12.5%
FREE BIRD	Total	126	2	31.9%	25.0%
	WwKnitwCardi	83	1	20.9%	12.5%
	WwJerseyShirts	43	1	11.0%	12.5%
ESSENTIALS	Total	61	1	15.4%	12.5%
	WwBtmsJean	61	1	15.4%	12.5%
BEAUT CITY	Total	39	1	9.9%	12.5%
	WwJerseyShirts	39	1	9.9%	12.5%
TEE BAR D2	Total	23	1	5.7%	12.5%
	WwJerseyTops	23	1	5.7%	12.5%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	395	8	100.0%	100.0%
WwKnitwCardi	Colourblock Cardigan	MID TAN	FREE BIRD	83	1	20.9%	12.5%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	11.0%	12.5%
		BRIL WHITE	BEAUT CITY	39	1	9.9%	12.5%
WwBtmsJean	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	61	1	15.4%	12.5%
WwJerseyTops	Crochet Pocket Tee	LGT YELLOW	BOTANICAL	35	1	8.8%	12.5%
	Nelly Notch Neck Tee	MID YELLOW	TEE BAR D2	23	1	5.7%	12.5%
WwKnitwJumper	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	56	1	14.3%	12.5%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	56	1	14.1%	12.5%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,476	30	100.0%	100.0%
BOTANICAL	Total	526	9	35.6%	30.0%
	WwKnitwCardi	255	4	17.3%	13.3%
	WwKnitwJumper	119	2	8.1%	6.7%
	WwDressWoven	78	1	5.3%	3.3%
	WwJerseyShirts	40	1	2.7%	3.3%
	WwJerseyTops	35	1	2.4%	3.3%
UTILITY	Total	301	6	20.4%	20.0%
	WwWovenShirts	109	2	7.4%	6.7%
	WwJerseyShirts	87	2	5.9%	6.7%
	WwDressJersey	65	1	4.4%	3.3%
	WwJerseyTops	40	1	2.7%	3.3%
KNIT SHOP	Total	211	4	14.3%	13.3%
	WwKnitwCardi	211	4	14.3%	13.3%
ESSENTIALS	Total	184	4	12.5%	13.3%
	WwBtmsJean	184	4	12.5%	13.3%
CORE	Total	70	3	4.8%	10.0%
	WwJerseyTops	70	3	4.8%	10.0%
TEE BAR	Total	69	2	4.7%	6.7%
	WwJerseyTops	69	2	4.7%	6.7%
OUTERWEAR	Total	65	1	4.4%	3.3%
	WwOutwCoat	65	1	4.4%	3.3%
TEE BAR D2	Total	27	1	1.9%	3.3%
	WwJerseyTops	27	1	1.9%	3.3%
FREE BIRD	Total	22		1.5%	n/a%
	WwKnitwJumper	65	1	4.4%	3.3%
	WwJerseyShirts	(43)	-1	(2.9%)	(3.3%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,476	30	100.0%	100.0%
WwKnitwCardi	Mixy Stripe Long Line Cardi	BLUE MLT	BOTANICAL	185	3	12.5%	10.0%
	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	96	2	6.5%	6.7%
		MID CORAL	KNIT SHOP	45	1	3.0%	3.3%
	Cosy Rib Longline Cardigan	FR NAVY	KNIT SHOP	70	1	4.7%	3.3%
	Mixy Plain Long Line Cardi	LGT YELLOW	BOTANICAL	70	1	4.7%	3.3%
WwJerseyTops	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	35	1	2.4%	3.3%
		YELLOW MLT	TEE BAR	35	1	2.4%	3.3%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	48	2	3.2%	6.7%
	Utility Jersey Top	GREEN MLT	UTILITY	40	1	2.7%	3.3%
	Crochet Pocket Tee	DARK NAVY	BOTANICAL	35	1	2.4%	3.3%
	Petunia Pocket Tee	PINK MLT	TEE BAR D2	27	1	1.9%	3.3%
	Cassie Crew Organic Tee	WASHED BLK	CORE	23	1	1.5%	3.3%
WwBtrmsJean	Straight Crop Jean	MID DENIM	ESSENTIALS	49	1	3.3%	3.3%
		WHITE	ESSENTIALS	48	1	3.2%	3.3%
	Jenny Jeggings	MID DENIM	ESSENTIALS	45	1	3.1%	3.3%
	Jade Jegging Crop	WHITE	ESSENTIALS	43	1	2.9%	3.3%
WwKnitwJumper	Multi Stripe Jumper	PINK MLT	FREE BIRD	65	1	4.4%	3.3%
	Cecily Jumper	BLUE MLT	BOTANICAL	64	1	4.3%	3.3%
	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	55	1	3.7%	3.3%
WwWovenShirts	Alaia Shirt	IVORY MLT	UTILITY	109	2	7.4%	6.7%
WwJerseyShirts	Fenella Shirt	PINK MLT	UTILITY	87	2	5.9%	6.7%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	40	1	2.7%	3.3%
	Park Jersey Shirt	PINK MLT	FREE BIRD	(43)	-1	(2.9%)	(3.3%)
WwDressWoven	Eta Dress	NAVY MULTI	BOTANICAL	78	1	5.3%	3.3%
WwDressJersey	Rene Dress	GREY MLT	UTILITY	65	1	4.4%	3.3%
WwOutwCoat	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	65	1	4.4%	3.3%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	212	5	100.0%	100.0%
BOTANICAL	Total	109	2	51.6%	40.0%
	WwKnitwCardi	70	1	32.9%	20.0%
	WwJerseyShirts	40	1	18.7%	20.0%
ESSENTIALS	Total	45	1	21.3%	20.0%
	WwBtmsJean	45	1	21.3%	20.0%
TEE BAR	Total	35	1	16.4%	20.0%
	WwJerseyTops	35	1	16.4%	20.0%
CORE	Total	23	1	10.7%	20.0%
	WwJerseyTops	23	1	10.7%	20.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	212	5	100.0%	100.0%
WwKnitwCardi	Mixy Plain Long Line Cardi	LGT YELLOW	BOTANICAL	70	1	32.9%	20.0%
WwJerseyTops	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	35	1	16.4%	20.0%
	Cassie Crew Organic Tee	WASHED BLK	CORE	23	1	10.7%	20.0%
WwBtmsJean	Jenny Jeggings	MID DENIM	ESSENTIALS	45	1	21.3%	20.0%
WwJerseyShirts	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	40	1	18.7%	20.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,708	51	100.0%	100.0%
CORE	Total	320	10	18.7%	19.6%
	WwJerseyTops	215	8	12.6%	15.7%
	WwWovenShirts	104	2	6.1%	3.9%
FREE BIRD	Total	262	10	15.3%	19.6%
	WwKnitwJumper	79	4	4.6%	7.8%
	WwWovenShirts	56	1	3.3%	2.0%
	WwJerseyShirts	43	1	2.5%	2.0%
	WwDressJersey	42	2	2.4%	3.9%
	WwSkrtPlain	42	2	2.4%	3.9%
PIETS GARD	Total	230	7	13.5%	13.7%
	WwJerseyTops	130	5	7.6%	9.8%
	WwKnitwJumper	126	3	7.4%	5.9%
	WwJerseyTunic	(26)	-1	(1.5%)	(2.0%)
ESSENTIALS	Total	213	5	12.5%	9.8%
	WwBtmsTrs	135	3	7.9%	5.9%
	WwBtmsJean	78	2	4.6%	3.9%
FLUID LINE	Total	208	8	12.2%	15.7%
	WwJerseyShirts	52	2	3.0%	3.9%
	WwJerseyTops	39	2	2.3%	3.9%
	WwSkrtPatt	35	1	2.0%	2.0%
	WwKnitwCardi	30	1	1.8%	2.0%
	WwBtmsTrs	26	1	1.5%	2.0%
	WwJerseyTunic	26	1	1.5%	2.0%
KNIT SHOP	Total	156	3	9.2%	5.9%
	WwKnitwCardi	156	3	9.2%	5.9%
MALIBAR	Total	104	2	6.1%	3.9%
	WwWovenShirts	104	2	6.1%	3.9%
CINNAMONT	Total	78	2	4.6%	3.9%
	WwDressJersey	39	1	2.3%	2.0%
	WwWovenTunic	39	1	2.3%	2.0%
OUTERWEAR	Total	56	1	3.3%	2.0%
	WwOutwCoat	56	1	3.3%	2.0%
TEE BAR	Total	31	1	1.8%	2.0%
	WwJerseyTops	31	1	1.8%	2.0%
BEAUT CITY	Total	26	1	1.5%	2.0%
	WwJerseyTops	26	1	1.5%	2.0%
GROW Y OWN	Total	23	1	1.3%	2.0%
	WwWovenTops	23	1	1.3%	2.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,708	51	100.0%	100.0%
WwJerseyTops	Joan Jersey Shirt	NAT MLT	PIETS GARD	130	5	7.6%	9.8%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	52	2	3.0%	3.9%
		WASHED BLK	CORE	52	2	3.0%	3.9%
	Embroidered Tie Hem Tee	NAT WHITE	CORE	39	1	2.3%	2.0%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	31	1	1.8%	2.0%
	Lou Lou Organic Shirt	WHITE MLT	CORE	26	1	1.5%	2.0%
	Texture Flower Jersey Top	MID TEAL	BEAUT CITY	26	1	1.5%	2.0%
	Poppy Frill Neck Organic Tee	NAT WHITE	CORE	23	1	1.4%	2.0%
	Herb Garden Emb Jersey Tee	WHITE PL	CORE	23	1	1.3%	2.0%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	23	1	1.3%	2.0%
	Peony Puff Sleeve Tee	RED MLT	FLUID LINE	16	1	1.0%	2.0%
WwWovenShirts	Emi Spot Shirt	WHITE PL	MALIBAR	104	2	6.1%	3.9%
	Emma Organic Shirt	PALE IVORY	CORE	104	2	6.1%	3.9%
	Sally Shirt	IVORY MLT	FREE BIRD	56	1	3.3%	2.0%
WwKnitwJumper	Fluffy Roll Neck Jumper	MID TAN	FREE BIRD	79	4	4.6%	7.8%
	Piets Garden Stitch Mix Jumper	MID GREY	PIETS GARD	48	1	2.8%	2.0%
	Bark V-Neck Jumper	LGT NAT	PIETS GARD	39	1	2.3%	2.0%
	Karina Jumper	LGT BLUE	PIETS GARD	39	1	2.3%	2.0%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	156	3	9.2%	5.9%
	City Colourblock Cardi	GREY	FLUID LINE	30	1	1.8%	2.0%
WwBtmsTrs	Jodie Ponte Jeggings	PURE BLK	ESSENTIALS	78	2	4.6%	3.9%
	Whitcombe Organic Slim Cord	MID TEAL	ESSENTIALS	56	1	3.3%	2.0%
	Soft Check Culottes	GREY MLT	FLUID LINE	26	1	1.5%	2.0%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	2.5%	2.0%
	Loganberry Collared Shirt	RED MLT	FLUID LINE	26	1	1.5%	2.0%
	LS Painting Jersey Shirt	GREY MLT	FLUID LINE	26	1	1.5%	2.0%
WwDressJersey	Rae Dress	PINK MLT	FREE BIRD	42	2	2.4%	3.9%
	Ives Dress	BROWN MLT	CINNAMON T	39	1	2.3%	2.0%
WwBtmsJean	Jade Jegging Crop	LT DENIM	ESSENTIALS	48	1	2.8%	2.0%
	Skye Straight 7/8 Jeans	BLK DENIM	ESSENTIALS	30	1	1.8%	2.0%
WwOutwCoat	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	56	1	3.3%	2.0%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	42	2	2.4%	3.9%
WwWovenTunic	Danika Tunic	NAVY MULTI	CINNAMON T	39	1	2.3%	2.0%
WwSkrtPatt	Camilla Midi Skirt	GREY MLT	FLUID LINE	35	1	2.0%	2.0%
WwWovenTops	Radish Top	MID ORANGE	GROW Y OWN	23	1	1.3%	2.0%
WwJerseyTunic	Drop Waist Tunic	PURPLE MLT	FLUID LINE	26	1	1.5%	2.0%
	Frill Neck Tunic	GREEN MLT	PIETS GARD	(26)	-1	(1.5%)	(2.0%)

STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	494	18	100.0%	100.0%
ESSENTIALS	Total	108	3	21.8%	16.7%
	WwBtmsJean	61	2	12.3%	11.1%
	WwBtmsTrs	47	1	9.5%	5.6%
TEE BAR D2	Total	102	5	20.7%	27.8%
	WwJerseyTops	102	5	20.7%	27.8%
KNIT SHOP	Total	100	2	20.2%	11.1%
	WwKnitwJumper	52	1	10.6%	5.6%
	WwKnitwCardi	48	1	9.7%	5.6%
SPOT CAT	Total	44	2	9.0%	11.1%
	WwSgvSgv	44	2	9.0%	11.1%
DRESS EDIT	Total	43	1	8.8%	5.6%
	WwDressJersey	43	1	8.8%	5.6%
PIETS GARD	Total	30	1	6.2%	5.6%
	WwJerseyShirts	30	1	6.2%	5.6%
TEE BAR	Total	30	1	6.2%	5.6%
	WwJerseyTops	30	1	6.2%	5.6%
KIDS D1	Total	23	1	4.6%	5.6%
	WwSgvSgv	23	1	4.6%	5.6%
KIDS D3	Total	8	1	1.7%	5.6%
	WwSgvSgv	8	1	1.7%	5.6%
LETS DANCE	Total	4	1	0.9%	5.6%
	WwSgvSgv	4	1	0.9%	5.6%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	494	18	100.0%	100.0%
WwJerseyTops	Nelly Notch Neck Tee	BLUE MLT	TEE BAR D2	39	2	7.9%	11.1%
	Petunia Pocket Tee	BRIL WHITE	TEE BAR D2	30	1	6.2%	5.6%
	Veronica Tee	NAVY MULTI	TEE BAR	30	1	6.2%	5.6%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2	22	1	4.4%	5.6%
	Neo Tee	FR NAVY	TEE BAR D2	11	1	2.3%	5.6%
WwSgvSgv	Lost in Paris 4 in 1 Puffer	GREEN MLT	SPOT CAT	30	1	6.2%	5.6%
	Milly Waterproof Mac	CLASSIC NA	KIDS D1	23	1	4.6%	5.6%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	14	1	2.8%	5.6%
	Fun In The Sun Jersey Vest	RASB PINK	KIDS D3	8	1	1.7%	5.6%
	Mini Sienna Sparkle Tights	CHARC GREY	LETS DANCE	4	1	0.9%	5.6%
WwBtmsJean	Skinny Jean	DK DENIM	ESSENTIALS	30	1	6.2%	5.6%
		MID DENIM	ESSENTIALS	30	1	6.2%	5.6%
WwKnitwJumper	Natasha Jumper	LGT BLUE	KNIT SHOP	52	1	10.6%	5.6%
WwKnitwCardi	Lola Crew Neck Cardi	MID GREEN	KNIT SHOP	48	1	9.7%	5.6%
WwBtmsTrs	Straight Crop Jean	MID GREEN	ESSENTIALS	47	1	9.5%	5.6%
WwDressJersey	Sage Fairtrade Dress	TEAL MLT	DRESS EDIT	43	1	8.8%	5.6%
WwJerseyShirts	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	6.2%	5.6%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	494	18	100.0%	100.0%
ESSENTIALS	Total	108	3	21.8%	16.7%
	WwBtmsJean	61	2	12.3%	11.1%
	WwBtmsTrs	47	1	9.5%	5.6%
TEE BAR D2	Total	102	5	20.7%	27.8%
	WwJerseyTops	102	5	20.7%	27.8%
KNIT SHOP	Total	100	2	20.2%	11.1%
	WwKnitwJumper	52	1	10.6%	5.6%
	WwKnitwCardi	48	1	9.7%	5.6%
SPOT CAT	Total	44	2	9.0%	11.1%
	WwSgvSgv	44	2	9.0%	11.1%
DRESS EDIT	Total	43	1	8.8%	5.6%
	WwDressJersey	43	1	8.8%	5.6%
PIETS GARD	Total	30	1	6.2%	5.6%
	WwJerseyShirts	30	1	6.2%	5.6%
TEE BAR	Total	30	1	6.2%	5.6%
	WwJerseyTops	30	1	6.2%	5.6%
KIDS D1	Total	23	1	4.6%	5.6%
	WwSgvSgv	23	1	4.6%	5.6%
KIDS D3	Total	8	1	1.7%	5.6%
	WwSgvSgv	8	1	1.7%	5.6%
LETS DANCE	Total	4	1	0.9%	5.6%
	WwSgvSgv	4	1	0.9%	5.6%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	494	18	100.0%	100.0%
WwJerseyTops	Nelly Notch Neck Tee	BLUE MLT	TEE BAR D2	39	2	7.9%	11.1%
	Petunia Pocket Tee	BRIL WHITE	TEE BAR D2	30	1	6.2%	5.6%
	Veronica Tee	NAVY MULTI	TEE BAR	30	1	6.2%	5.6%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2	22	1	4.4%	5.6%
	Neo Tee	FR NAVY	TEE BAR D2	11	1	2.3%	5.6%
WwSgvSgv	Lost in Paris 4 in 1 Puffer	GREEN MLT	SPOT CAT	30	1	6.2%	5.6%
	Milly Waterproof Mac	CLASSIC NA	KIDS D1	23	1	4.6%	5.6%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	14	1	2.8%	5.6%
	Fun In The Sun Jersey Vest	RASB PINK	KIDS D3	8	1	1.7%	5.6%
	Mini Sienna Sparkle Tights	CHARC GREY	LETS DANCE	4	1	0.9%	5.6%
WwBtmsJean	Skinny Jean	DK DENIM	ESSENTIALS	30	1	6.2%	5.6%
		MID DENIM	ESSENTIALS	30	1	6.2%	5.6%
WwKnitwJumper	Natasha Jumper	LGT BLUE	KNIT SHOP	52	1	10.6%	5.6%
WwKnitwCardi	Lola Crew Neck Cardi	MID GREEN	KNIT SHOP	48	1	9.7%	5.6%
WwBtmsTrs	Straight Crop Jean	MID GREEN	ESSENTIALS	47	1	9.5%	5.6%
WwDressJersey	Sage Fairtrade Dress	TEAL MLT	DRESS EDIT	43	1	8.8%	5.6%
WwJerseyShirts	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	6.2%	5.6%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	978	22	100.0%	100.0%
KNIT SHOP	Total	315	6	32.2%	27.3%
	WwKnitwJumper	315	6	32.2%	27.3%
BOTANICAL	Total	225	5	23.0%	22.7%
	WwJerseyShirts	126	3	12.9%	13.6%
	WwDressJersey	65	1	6.7%	4.5%
	WwJerseyTops	34	1	3.5%	4.5%
UTILITY	Total	126	3	12.9%	13.6%
	WwJerseyTops	83	2	8.4%	9.1%
	WwJerseyShirts	43	1	4.4%	4.5%
CORE	Total	65	1	6.7%	4.5%
	WwDressWoven	65	1	6.7%	4.5%
TEE BAR D2	Total	64	3	6.6%	13.6%
	WwJerseyTops	64	3	6.6%	13.6%
OUTERWEAR	Total	56	1	5.8%	4.5%
	WwOutwCoat	56	1	5.8%	4.5%
FREE BIRD	Total	52	1	5.3%	4.5%
	WwWovenShirts	52	1	5.3%	4.5%
UTILITY RF	Total	43	1	4.4%	4.5%
	WwWovenTops	43	1	4.4%	4.5%
TEE BAR	Total	30	1	3.1%	4.5%
	WwJerseyTops	30	1	3.1%	4.5%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	978	22	100.0%	100.0%
WwKnitwJumper	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	161	3	16.4%	13.6%
		BLUE MLT	KNIT SHOP	52	1	5.3%	4.5%
	Olivia Jumper	MID GREEN	KNIT SHOP	103	2	10.5%	9.1%
WwJerseyTops	Utility Jersey Top	GREEN MLT	UTILITY	83	2	8.4%	9.1%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	25	1	2.6%	4.5%
		MID YELLOW	TEE BAR D2	21	1	2.1%	4.5%
	Crochet Pocket Tee	DARK NAVY	BOTANICAL	34	1	3.5%	4.5%
	Veronica Tee	NAVY MULTI	TEE BAR	30	1	3.1%	4.5%
	Neo Tee	FR NAVY	TEE BAR D2	18	1	1.9%	4.5%
WwJerseyShirts	Pocket Jersey Shirt	NAT MLT	BOTANICAL	126	3	12.9%	13.6%
	Fenella Shirt	PINK MLT	UTILITY	43	1	4.4%	4.5%
WwDressJersey	Spring Atlantic Dress	BROWN MLT	BOTANICAL	65	1	6.7%	4.5%
WwDressWoven	Line Up Pinny Dress	DENIM PL	CORE	65	1	6.7%	4.5%
WwOutwCoat	Dayton Denim Jacket	PURE BLK	OUTERWEAR	56	1	5.8%	4.5%
WwWovenShirts	Sally Shirt	IVORY MLT	FREE BIRD	52	1	5.3%	4.5%
WwWovenTops	Maia Top	GREEN MLT	UTILITY RF	43	1	4.4%	4.5%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	18	1	100.0%	100.0%
TEE BAR D2	Total	18	1	100.0%	100.0%
	WwJerseyTops	18	1	100.0%	100.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	18	1	100.0%	100.0%
WwJerseyTops	Neo Tee	FR NAVY	TEE BAR D2	18	1	100.0%	100.0%