

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	13,117	398	100.0%	100.0%
KNIT SHOP	Total	1,810	43	13.8%	10.8%
	WwKnitwCardi	1,120	29	8.5%	7.3%
	WwKnitwJumper	690	14	5.3%	3.5%
INDGO GRDN	Total	1,357	31	10.3%	7.8%
	WwDressJersey	381	7	2.9%	1.8%
	WwJerseyTops	352	9	2.7%	2.3%
	WwJerseyShirts	257	8	2.0%	2.0%
	WwSkrtPatt	113	2	0.9%	0.5%
	WwJerseySwts	106	2	0.8%	0.5%
	WwDressWoven	61	1	0.5%	0.3%
	WwKnitwJumper	43	1	0.3%	0.3%
	WwWovenShirts	43	1	0.3%	0.3%
ESSENTIALS	Total	1,319	29	10.1%	7.3%
	WwBtmsJean	956	22	7.3%	5.5%
	WwBtmsTrs	301	6	2.3%	1.5%
	WwSkrtPatt	104	2	0.8%	0.5%
	WwSkrtPlain	(42)	-1	(0.3%)	(0.3%)
PIETS GARD	Total	1,115	36	8.5%	9.0%
	WwJerseyTops	323	12	2.5%	3.0%
	WwKnitwJumper	275	7	2.1%	1.8%
	WwJerseyShirts	155	6	1.2%	1.5%
	WwDressWoven	91	3	0.7%	0.8%
	WwDressJersey	78	2	0.6%	0.5%
	WwWovenTops	78	2	0.6%	0.5%
	WwSkrtPlain	70	3	0.5%	0.8%
	WwWovenShirts	39	1	0.3%	0.3%
	WwKnitwCardi	35	1	0.3%	0.3%
	WwSkrtPatt	(29)	-1	(0.2%)	(0.3%)
CORE	Total	1,098	37	8.4%	9.3%
	WwJerseyTops	567	25	4.3%	6.3%
	WwDressWoven	228	4	1.7%	1.0%
	WwJerseyShirts	129	4	1.0%	1.0%
	WwWovenShirts	95	2	0.7%	0.5%
	WwBtmsTrs	65	1	0.5%	0.3%
	WwBtmsPants	15	1	0.1%	0.3%
	WwOutwCoat	n/a		n/a%	n/a%
FREE BIRD	Total	1,075	29	8.2%	7.3%
	WwJerseyTunic	215	6	1.6%	1.5%
	WwJerseyShirts	177	6	1.4%	1.5%
	WwWovenTops	162	4	1.2%	1.0%
	WwKnitwJumper	140	3	1.1%	0.8%
	WwDressJersey	104	3	0.8%	0.8%
	WwSkrtPlain	104	3	0.8%	0.8%
	WwKnitwCardi	87	2	0.7%	0.5%
	WwWovenShirts	56	1	0.4%	0.3%
	WwBtmsTrs	30	1	0.2%	0.3%
TEE BAR D2	Total	741	33	5.6%	8.3%
	WwJerseyTops	741	33	5.6%	8.3%
BOTANICAL	Total	698	13	5.3%	3.3%
	WwKnitwJumper	354	6	2.7%	1.5%
	WwWovenShirts	161	3	1.2%	0.8%
	WwJerseyShirts	91	2	0.7%	0.5%
	WwDressWoven	77	1	0.6%	0.3%
	WwWovenTops	52	1	0.4%	0.3%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
BOTANICAL	WwJerseyTops	32	1	0.2%	0.3%
	WwKnitwCardi	(70)	-1	(0.5%)	(0.3%)
FLUID LINE	Total	558	24	4.3%	6.0%
	WwJerseyTops	143	8	1.1%	2.0%
	WwWovenTops	111	5	0.8%	1.3%
	WwKnitwJumper	100	3	0.8%	0.8%
	WwKnitwCardi	78	3	0.6%	0.8%
	WwBtmsTrs	61	3	0.5%	0.8%
	WwDressJersey	35	1	0.3%	0.3%
	WwJerseyShirts	33	1	0.2%	0.3%
	WwWovenShirts	17	1	0.1%	0.3%
	WwJerseyTunic	(20)	-1	(0.1%)	(0.3%)
	Total	369	9	2.8%	2.3%
STAY AT HM	WwDressJersey	126	3	1.0%	0.8%
	WwBtmsPants	120	3	0.9%	0.8%
	WwJerseySwts	89	2	0.7%	0.5%
	WwBtmsTrs	33	1	0.3%	0.3%
	Total	324	7	2.5%	1.8%
OUTERWEAR	WwOutwCoat	324	7	2.5%	1.8%
	Total	303	11	2.3%	2.8%
TEE BAR	WwJerseyTops	303	11	2.3%	2.8%
	Total	278	6	2.1%	1.5%
UTILITY	WwJerseyShirts	213	5	1.6%	1.3%
	WwDressJersey	56	1	0.4%	0.3%
	WwWovenShirts	52	1	0.4%	0.3%
	WwJerseyTops	(43)	-1	(0.3%)	(0.3%)
	Total	247	7	1.9%	1.8%
BEAUT CITY	WwSkrtPlain	91	2	0.7%	0.5%
	WwWovenShirts	69	2	0.5%	0.5%
	WwWovenTops	35	1	0.3%	0.3%
	WwBtmsJean	26	1	0.2%	0.3%
	WwJerseyTops	26	1	0.2%	0.3%
	Total	196	15	1.5%	3.8%
KIDS D3	WwSgvSgv	196	15	1.5%	3.8%
	Total	189	4	1.4%	1.0%
MADAGASCAR	WwKnitwCardi	156	3	1.2%	0.8%
	WwJerseyTops	33	1	0.3%	0.3%
	Total	155	4	1.2%	1.0%
DRESS EDIT	WwDressJersey	155	4	1.2%	1.0%
	Total	134	10	1.0%	2.5%
SPOT CAT	WwSgvSgv	134	10	1.0%	2.5%
	Total	133	7	1.0%	1.8%
FANTASY F	WwSgvSgv	133	7	1.0%	1.8%
	Total	128	5	1.0%	1.3%
KIDS D1	WwSgvSgv	128	5	1.0%	1.3%
	Total	118	4	0.9%	1.0%
MIDNIGHT G	WwWovenTunic	56	2	0.4%	0.5%
	WwKnitwJumper	39	1	0.3%	0.3%
	WwKnitwCardi	23	1	0.2%	0.3%
	Total	112	5	0.9%	1.3%
CINNAMONT	WwDressJersey	39	1	0.3%	0.3%
	WwJerseyTops	38	2	0.3%	0.5%
	WwWovenShirts	35	2	0.3%	0.5%
	Total	104	2	0.8%	0.5%
WARLI	WwWovenShirts	104	2	0.8%	0.5%
	Total	92	2	0.7%	0.5%
STUDIO	WwWovenShirts	92	2	0.7%	0.5%
	Total	82	2	0.6%	0.5%
MALIBAR	Total	82	2	0.6%	0.5%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
MALIBAR	WwWovenShirts	82	2	0.6%	0.5%
ANIMAL T	Total	69	3	0.5%	0.8%
	WwSgvSgv	69	3	0.5%	0.8%
VOLUME D2	Total	61	2	0.5%	0.5%
	WwKnitwCardi	61	2	0.5%	0.5%
SHORTS	Total	48	1	0.4%	0.3%
	WwBtmsTrs	48	1	0.4%	0.3%
KIDS D2	Total	43	3	0.3%	0.8%
	WwSgvSgv	43	3	0.3%	0.8%
KIDS TRANS	Total	42	3	0.3%	0.8%
	WwSgvSgv	42	3	0.3%	0.8%
ORIENTAL L	Total	33	2	0.2%	0.5%
	WwIntimNightw	33	2	0.2%	0.5%
DENIM	Total	26	1	0.2%	0.3%
	WwSkrtPlain	26	1	0.2%	0.3%
KIDS S&B	Total	25	3	0.2%	0.8%
	WwSgvSgv	25	3	0.2%	0.8%
LOST PARIS	Total	19	2	0.1%	0.5%
	WwSgvSgv	19	2	0.1%	0.5%
UNDERWEAR	Total	16	3	0.1%	0.8%
	WwIntimUw	16	3	0.1%	0.8%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	13,117	398	100.0%	100.0%
WwJerseyTops	Geo Embroidered Tee	BLUE MLT	INDGO GRDN	319	8	2.4%	2.0%
		ORANGE MLT	INDGO GRDN	33	1	0.3%	0.3%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	190	6	1.5%	1.5%
		PINK MLT	TEE BAR D2	95	3	0.7%	0.8%
		MID GREEN	TEE BAR D2	30	1	0.2%	0.3%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	163	7	1.2%	1.8%
		MID YELLOW	TEE BAR D2	149	7	1.1%	1.8%
	Neo Tee	BLUE MLT	TEE BAR D2	106	5	0.8%	1.3%
		FR NAVY	TEE BAR D2	68	3	0.5%	0.8%
		PINK MLT	TEE BAR D2	21	1	0.2%	0.3%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	52	2	0.4%	0.5%
		WASHED BLK	CORE	43	2	0.3%	0.5%
		MID RED	CORE	35	2	0.3%	0.5%
		TAN PR	FLUID LINE	35	2	0.3%	0.5%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	107	6	0.8%	1.5%
		PINK MLT	PIETS GARD	23	1	0.2%	0.3%
		NAT WHITE	CORE	22	1	0.2%	0.3%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2	74	4	0.6%	1.0%
		BRIL WHITE	TEE BAR D2	18	1	0.1%	0.3%
		LGT ORANGE	TEE BAR D2	16	1	0.1%	0.3%
	Embroidered Tie Hem Tee	NAT WHITE	CORE	73	2	0.6%	0.5%
		LGT BLUE	CORE	32	1	0.2%	0.3%
	Beach Break Jersey Top	NAVY PR	CORE	61	3	0.5%	0.8%
		WHITE PL	CORE	43	2	0.3%	0.5%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	83	4	0.6%	1.0%
	Emb Petal Top	MID TEAL	PIETS GARD	78	2	0.6%	0.5%
	Veronica Tee	NAVY MULTI	TEE BAR	53	2	0.4%	0.5%
		NAT WHITE	TEE BAR	19	1	0.1%	0.3%
		MID PINK	TEE BAR	(7)		(0.1%)	n/a%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	35	1	0.3%	0.3%
		BLUE MLT	CINNAMON T	26	1	0.2%	0.3%
	Mirtha Jacquard Jersey Top	GREY MLT	FLUID LINE	59	3	0.4%	0.8%
	Cosy Jersey Top	DUS BLUE	PIETS GARD	52	2	0.4%	0.5%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	52	2	0.4%	0.5%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	40	2	0.3%	0.5%
	Belle Broderie Cuff Tee	BRIL WHITE	CORE	33	1	0.3%	0.3%
	Emb Petal Tank Vest	WHITE	MADAGASCAR	33	1	0.3%	0.3%
	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	32	1	0.2%	0.3%
	Crochet Pocket Tee	DARK NAVY	BOTANICAL	32	1	0.2%	0.3%
	Belle Broderie Vest	BRIL WHITE	CORE	27	1	0.2%	0.3%
	Lou Lou Organic Shirt	WHITE MLT	CORE	26	1	0.2%	0.3%
	Texture Flower Jersey Top	MID TEAL	BEAUT CITY	26	1	0.2%	0.3%
	Neo Jersey Tee	NAVY ST	TEE BAR	14	1	0.1%	0.3%
	Roxy Rib Tee	NAVY MULTI	CORE	14	1	0.1%	0.3%
	Jossy Jersey Shirt	DK YELLOW	CINNAMON T	12	1	0.1%	0.3%
	Peony Puff Sleeve Tee	RED MLT	FLUID LINE	10	1	0.1%	0.3%
	Utility Jersey Top	GREEN MLT	UTILITY	(43)	-1	(0.3%)	(0.3%)
WwKnitwJumper	Orla Organic Ribbed Sweater	BLUE MLT	KNIT SHOP	167	3	1.3%	0.8%
		NAT MLT	KNIT SHOP	111	2	0.8%	0.5%
	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	167	3	1.3%	0.8%
		TAN MULTI	KNIT SHOP	92	2	0.7%	0.5%
	Natasha Jumper	LGT YELLOW	KNIT SHOP	174	4	1.3%	1.0%
		LGT PINK	KNIT SHOP	41	1	0.3%	0.3%

Item L3 Desc	Item Desc	Item Colour	Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwKnitwJumper	Natasha Jumper	LGT BLUE		KNIT SHOP	39	1	0.3%	0.3%
	Multi Stripe Jumper	PINK MLT		FREE BIRD	140	3	1.1%	0.8%
	Cecily Jumper	BLUE MLT		BOTANICAL	127	2	1.0%	0.5%
	Olivia Jumper	DARK NAVY		KNIT SHOP	52	1	0.4%	0.3%
		LGT GREY		KNIT SHOP	49	1	0.4%	0.3%
	Piets Garden Stitch Mix Jumper	MID GREY		PIETS GARD	96	2	0.7%	0.5%
	Karina Jumper	MID GREEN		PIETS GARD	71	2	0.5%	0.5%
	Olivia Stripe Jumper	MID TAN		PIETS GARD	69	2	0.5%	0.5%
	Isabel Stripe Jumper	NAVY MULTI		BOTANICAL	61	1	0.5%	0.3%
	Jelly Stripe Jumper	ORANGE MLT		INDGO GRDN	43	1	0.3%	0.3%
	Bark V-Neck Jumper	LGT NAT		PIETS GARD	39	1	0.3%	0.3%
	Beech Rib Button Side Jumper	MID TAN		FLUID LINE	39	1	0.3%	0.3%
	Shimmer Sequin Jumper	LIGHT TAN		MIDNIGHT G	39	1	0.3%	0.3%
	Fluid Stripe Jumper	MID GREY		FLUID LINE	35	1	0.3%	0.3%
	Urban Crew Neck Jumper	MID RED		FLUID LINE	26	1	0.2%	0.3%
	Festive Fox Jumper	MINT GN PR		KNIT SHOP	(35)	-1	(0.3%)	(0.3%)
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI		KNIT SHOP	440	10	3.4%	2.5%
		FR NAVY		KNIT SHOP	176	4	1.3%	1.0%
		MID GREEN		KNIT SHOP	108	3	0.8%	0.8%
		MID CORAL		KNIT SHOP	83	2	0.6%	0.5%
		BLUE MLT		KNIT SHOP	43	1	0.3%	0.3%
		LGT BLUE		KNIT SHOP	37	1	0.3%	0.3%
		LGT PURPLE		KNIT SHOP	36	1	0.3%	0.3%
	Ocean Cardi	LGT BLUE		MADAGASCAR	104	2	0.8%	0.5%
		BRT ORA		VOLUME D2	61	2	0.5%	0.5%
		MID PINK		MADAGASCAR	52	1	0.4%	0.3%
	Colourblock Cardigan	MID TAN		FREE BIRD	87	2	0.7%	0.5%
	City Plain Crew Neck Cardigan	MID BLUE		KNIT SHOP	35	2	0.3%	0.5%
		MID TEAL		KNIT SHOP	35	2	0.3%	0.5%
		DEEP RED		KNIT SHOP	17	1	0.1%	0.3%
	City Colourblock Cardi	GREY		FLUID LINE	78	3	0.6%	0.8%
	Cosy Rib Longline Cardigan	FR NAVY		KNIT SHOP	66	1	0.5%	0.3%
	Desert Cardi	BRT RED		KNIT SHOP	43	1	0.3%	0.3%
	Lane Button Side Cardigan	DK GREEN		PIETS GARD	35	1	0.3%	0.3%
	Lucinda Fluffy V neck Cardi	DK ORANGE		MIDNIGHT G	23	1	0.2%	0.3%
	Mixy Plain Long Line Cardi	LGT YELLOW		BOTANICAL	(70)	-1	(0.5%)	(0.3%)
WwJerseyShirts	Park Jersey Shirt	PINK MLT		FREE BIRD	155	5	1.2%	1.3%
		BLK MLT		PIETS GARD	30	1	0.2%	0.3%
	Fenella Shirt	PINK MLT		UTILITY	169	4	1.3%	1.0%
	Penny Pocket Jersey Shirt	BRIL WHITE		INDGO GRDN	100	3	0.8%	0.8%
		MID BLUE		INDGO GRDN	63	2	0.5%	0.5%
	Pocket Jersey Shirt	NAVY MULTI		BOTANICAL	82	2	0.6%	0.5%
		NAT MLT		BOTANICAL	41	1	0.3%	0.3%
	Summer Jersey Woven Mix Shirt	NAVY MULTI		INDGO GRDN	95	3	0.7%	0.8%
	Crocus Jersey Top	NAVY MULTI		PIETS GARD	68	3	0.5%	0.8%
	Pom Trim Jersey Shirt	BRIL WHITE		CORE	30	1	0.2%	0.3%
		FR NAVY		CORE	30	1	0.2%	0.3%
	Broderie Jersey Shirt	LGT BLUE		CORE	46	1	0.4%	0.3%
	Elm Jersey Shirt	PURPLE MLT		FLUID LINE	26	1	0.2%	0.3%
	Loganberry Collared Shirt	RED MLT		FLUID LINE	26	1	0.2%	0.3%
	Mixed Media Top	BRT PINK		PIETS GARD	26	1	0.2%	0.3%
	Della Jersey Top	YELLOW MLT		FREE BIRD	23	1	0.2%	0.3%
	Coastal Path Jersey Shirt	LAUND BLUE		CORE	22	1	0.2%	0.3%
	LS Painting Jersey Shirt	NAVY MULTI		PIETS GARD	30	1	0.2%	0.3%
		GREY MLT		FLUID LINE	(20)	-1	(0.1%)	(0.3%)

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WwJerseyShirts	Painting Shirt	PINK MLT	UTILITY	43	1	0.3%	0.3%
		NAVY PR	BOTANICAL	(33)	-1	(0.2%)	(0.3%)
WwBtmsJean	Jade Jegging Crop	WHITE	ESSENTIALS	109	3	0.8%	0.8%
		DK DENIM	ESSENTIALS	88	2	0.7%	0.5%
		LT DENIM	ESSENTIALS	42	1	0.3%	0.3%
		SFT BTL GR	ESSENTIALS	37	1	0.3%	0.3%
		WHITE PL	ESSENTIALS	37	1	0.3%	0.3%
	Straight Crop Jean	MID DENIM	ESSENTIALS	93	2	0.7%	0.5%
		WHITE	ESSENTIALS	52	1	0.4%	0.3%
	Isla Cropped Jegging	DEEP PINK	ESSENTIALS	76	2	0.6%	0.5%
		LGT BLUE	ESSENTIALS	41	1	0.3%	0.3%
	Straight Stripe Crop Jean	PINK STR	ESSENTIALS	104	2	0.8%	0.5%
	Straight Crop	SPRNG P PL	ESSENTIALS	93	2	0.7%	0.5%
	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	53	1	0.4%	0.3%
	Straight Jean	DK DENIM	ESSENTIALS	53	1	0.4%	0.3%
	Jade Jegging Jean	BLACK	ESSENTIALS	48	1	0.4%	0.3%
	Skye Straight 7/8 Jeans	BLK DENIM	ESSENTIALS	30	1	0.2%	0.3%
	Skye Twill Straight 7/8 Jean	LGT BROWN	BEAUT CITY	26	1	0.2%	0.3%
WwDressJersey	Emily Fairtrade Jersey Dress	RED MLT	INDGO GRDN	239	4	1.8%	1.0%
	SS Hayne Jersey Dress	NAVY PR	INDGO GRDN	142	3	1.1%	0.8%
	Sail Away Dress	BROWN MLT	FREE BIRD	104	3	0.8%	0.8%
	Esther Eco Vero Dress	GREEN MLT	UTILITY	56	1	0.4%	0.3%
		NAVY MULTI	DRESS EDIT	46	1	0.4%	0.3%
	Spotty Sweat Dress	GREY MLT	STAY AT HM	83	2	0.6%	0.5%
	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	78	2	0.6%	0.5%
	Ives Dress	BROWN MLT	CINNAMON T	39	1	0.3%	0.3%
		GREY MLT	FLUID LINE	35	1	0.3%	0.3%
	Simple Life Dress	GREEN MLT	DRESS EDIT	69	2	0.5%	0.5%
	Cosy Sweat Dress	MID BLUE	STAY AT HM	43	1	0.3%	0.3%
	Aiken Eco Vero Dress	NAVY MULTI	DRESS EDIT	39	1	0.3%	0.3%
WwWovenShirts	Blue Skys Organic Shirt	IVORY MLT	BOTANICAL	113	2	0.9%	0.5%
		BLUE MLT	BOTANICAL	48	1	0.4%	0.3%
	Emi Shirt	WHITE PL	WARLI	104	2	0.8%	0.5%
	Emma Organic Shirt	PALE IVORY	CORE	93	2	0.7%	0.5%
	Emi Spot Shirt	WHITE PL	MALIBAR	42	1	0.3%	0.3%
		BLUE PL	MALIBAR	40	1	0.3%	0.3%
	Sally Shirt	IVORY MLT	FREE BIRD	56	1	0.4%	0.3%
	Emily Embroidered Shirt	WHITE PL	STUDIO	92	2	0.7%	0.5%
		PALE IVORY	CORE	(39)	-1	(0.3%)	(0.3%)
	Alaia Shirt	IVORY MLT	UTILITY	52	1	0.4%	0.3%
	Basil Shirt	IVORY MLT	INDGO GRDN	43	1	0.3%	0.3%
	Emma Shirt	MID BLUE	CORE	41	1	0.3%	0.3%
	Nolan Shirt	MID TEAL	PIETS GARD	39	1	0.3%	0.3%
	Cecily Organic Shirt	BLUE MLT	BEAUT CITY	35	1	0.3%	0.3%
	Hallie EcoVero Shirt	IVORY MLT	BEAUT CITY	35	1	0.3%	0.3%
	Della Shirt	PINK MLT	CINNAMON T	35	2	0.3%	0.5%
	Isabella Shirt	LGT PURPLE	FLUID LINE	17	1	0.1%	0.3%
WwSgvSgv	Milly Waterproof Mac	CLASSIC NA	KIDS D1	68	3	0.5%	0.8%
	Parrots Jersey Jumpsuit	ALOHA T PR	KIDS D3	46	2	0.4%	0.5%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	42	3	0.3%	0.8%
	Alfie Rain Mac	YO YEL MUL	KIDS D1	37	1	0.3%	0.3%
	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	35	2	0.3%	0.5%
	Mini Cherry 2 Pack Stripe Tees	PINK STR	KIDS D2	35	2	0.3%	0.5%
	Gorilla 4in1 Reversible Puffer	NAVY MULTI	ANIMAL T	30	1	0.2%	0.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwSgvSgv	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	24	2	0.2%	0.5%
	Botanical Shirt	BLUE PR	KIDS D3	23	1	0.2%	0.3%
	Clara Colourblock Cardigan	BLUE MLT	FANTASY F	23	1	0.2%	0.3%
	Pom Tulle Skirt	PLUM MLT	FANTASY F	23	1	0.2%	0.3%
	Rainy Day Mac	GH GREEN	KIDS D1	23	1	0.2%	0.3%
	Shooting Stars Tulle Skirt	DUS PINK	SPOT CAT	23	1	0.2%	0.3%
	Souvenir Stripe Jumper	GREEN MLT	ANIMAL T	23	1	0.2%	0.3%
	Spot The Cat Jersey Sweat	NAVY MULTI	SPOT CAT	22	1	0.2%	0.3%
	Shimmer Sparkle Skirt	ECRU MULTI	KIDS D3	21	1	0.2%	0.3%
	Sofia Frill Jersey Tee	DARK NAVY	LOST PARIS	10	1	0.1%	0.3%
		DEEP PINK	LOST PARIS	10	1	0.1%	0.3%
	Magical Beast Jersey Tee	LGT NAT	FANTASY F	18	1	0.1%	0.3%
	Summer Spot Jersey Playsuit	NAVY	KIDS D3	17	1	0.1%	0.3%
	Milla Elevated Woven Tee	MID PLUM	FANTASY F	17	1	0.1%	0.3%
	Fun In The Sun Jersey Vest	TR GREEN	KIDS D3	17	2	0.1%	0.5%
	Lila Short Sleeve Jersey Tee	CORAL	KIDS D3	17	2	0.1%	0.5%
	Peter Polo Striped Tee	WASHED BL	KIDS D3	8	1	0.1%	0.3%
		WSHD PK ST	KIDS D3	8	1	0.1%	0.3%
	Peter Polo Tee	BR GRN PL	KIDS D3	17	2	0.1%	0.5%
	Peter Print Polo Tee	CLASSIC NA	KIDS D2	8	1	0.1%	0.3%
		WASHED RED	KIDS D3	8	1	0.1%	0.3%
	Colourblock Henry Henley Tee	DK CLARET	ANIMAL T	16	1	0.1%	0.3%
	Fruit Spot Reversible Bikini	MULTI GRE	KIDS S&B	16	1	0.1%	0.3%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	15	1	0.1%	0.3%
	Bike Embroidered Trouser	FIELD GRN	KIDS TRANS	14	1	0.1%	0.3%
	Hazel Jegging Jean	DENIM	KIDS TRANS	14	1	0.1%	0.3%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	14	1	0.1%	0.3%
	Spot Dot Denim Skirt	DENIM	KIDS TRANS	14	1	0.1%	0.3%
	Spot The Cat Jersey Dress	PINK MLT	SPOT CAT	14	1	0.1%	0.3%
	Kids Scrunchie 2 Pack	BLUE MULTI	KIDS S&B	9	2	0.1%	0.5%
	Kids 3 Pack Scrunchies	GREEN MLT	SPOT CAT	5	1	0.0%	0.3%
	Clara Colourful Cord Skirt	MID CHART	FANTASY F	4		0.0%	n/a%
	6 Pack Stripe & Star Hair Clip	GREEN MLT	SPOT CAT	4	1	0.0%	0.3%
WwBtmsTrs	Sussex Stretch Trousers	PURE BLK	ESSENTIALS	130	2	1.0%	0.5%
		DARK NAVY	ESSENTIALS	52	1	0.4%	0.3%
	Jodie Ponte Jeggings	DARK NAVY	ESSENTIALS	39	1	0.3%	0.3%
		DK GREY	ESSENTIALS	34	1	0.3%	0.3%
	Maison Linen Trouser	DENIM BLUE	CORE	65	1	0.5%	0.3%
	Boyfriend Denim Shorts	MID DENIM	SHORTS	48	1	0.4%	0.3%
	Straight Crop Jean	MID GREEN	ESSENTIALS	46	1	0.3%	0.3%
	Sailor Culottes	DK GREY	FLUID LINE	43	2	0.3%	0.5%
	Maison Jogger	GREY MARL	STAY AT HM	33	1	0.3%	0.3%
	Cord Utility Trouser	MID PINK	FREE BIRD	30	1	0.2%	0.3%
	Soft Check Culottes	GREY MLT	FLUID LINE	17	1	0.1%	0.3%
WwDressWoven	Lothbury Denim Pinafore Dress	MID DENIM	CORE	109	2	0.8%	0.5%
	Rua Shirt Dress	NAVY MULTI	PIETS GARD	91	3	0.7%	0.8%
	Eta Dress	NAVY MULTI	BOTANICAL	77	1	0.6%	0.3%
	Weekend Denim Pinny	DENIM PL	CORE	65	1	0.5%	0.3%
	Debbie Linen Dungaree	LGT BLUE	INDGO GRDN	61	1	0.5%	0.3%
	Farrow Denim Pinafore Dress	MID DENIM	CORE	53	1	0.4%	0.3%
WwWovenTops	Mixed Print Tunic	YELLOW MLT	FREE BIRD	162	4	1.2%	1.0%
	Maia Top	BRT RED	FLUID LINE	59	3	0.4%	0.8%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwWovenTops	Maia Top	LGT PURPLE	FLUID LINE	52	2	0.4%	0.5%
	Myla Top	YELLOW MLT	BOTANICAL	109	2	0.8%	0.5%
	Kate Top	PINK MLT	PIETS GARD	78	2	0.6%	0.5%
	Daily Embroidered Top	BLUE MLT	BEAUT CITY	35	1	0.3%	0.3%
	Eta Top	WHITE MLT	BOTANICAL	(56)	-1	(0.4%)	(0.3%)
WwOutwCoat	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	169	3	1.3%	0.8%
	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	104	3	0.8%	0.8%
	Betsy Denim Jacket	MID DENIM	OUTERWEAR	50	1	0.4%	0.3%
	Dayton Denim Jacket	MID DENIM	CORE	n/a		n/a%	n/a%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	104	3	0.8%	0.8%
	Romy Denim Skirt	DK DENIM	BEAUT CITY	61	1	0.5%	0.3%
	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	39	1	0.3%	0.3%
	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	31	2	0.2%	0.5%
	Canterbury Twill Skirt	DK NAT	BEAUT CITY	30	1	0.2%	0.3%
	Denim Margarita Skirt	DENIM	DENIM	26	1	0.2%	0.3%
	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	(42)	-1	(0.3%)	(0.3%)
WwJerseySwts	Sally Sweat	BLUE MLT	INDGO GRDN	106	2	0.8%	0.5%
	Cowl Neck LS Sweat	LGT YELLOW	STAY AT HM	48	1	0.4%	0.3%
	Cotton Hooded Sweat	MID PINK	STAY AT HM	41	1	0.3%	0.3%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	215	6	1.6%	1.5%
	Drop Waist Tunic	PURPLE MLT	FLUID LINE	(20)	-1	(0.1%)	(0.3%)
WwSkrtPatt	Abberford Jersey Maxi Skirt	BLUE MLT	INDGO GRDN	113	2	0.9%	0.5%
	Camilla Denim Skirt	MID DENIM	ESSENTIALS	104	2	0.8%	0.5%
	Canterbury Organic Cord Skirt	MID GREY	PIETS GARD	(29)	-1	(0.2%)	(0.3%)
WwBtmsPants	HEART PRINT JOGGER	CHARC GREY	STAY AT HM	83	2	0.6%	0.5%
	JERSEY JOGGER	CHARC GREY	STAY AT HM	37	1	0.3%	0.3%
	Jumping Lil Crop Leggings	WHITE	CORE	15	1	0.1%	0.3%
WwWovenTunic	Aloirie Tunic	BLK MLT	MIDNIGHT G	56	2	0.4%	0.5%
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	33	2	0.3%	0.5%
	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	16	1	0.1%	0.3%
	Skylar Woven PJ Shirt	ORANGE MLT	ORIENTAL L	(17)	-1	(0.1%)	(0.3%)
WwIntimUw	Hearts & Spots Shortie	LAGOON BLU	UNDERWEAR	7	1	0.1%	0.3%
	Ellie Love Knicker	IVORY	UNDERWEAR	4	1	0.0%	0.3%
	Poppy Pretty Shortie	OCEAN	UNDERWEAR	4	1	0.0%	0.3%

INTERNATIONAL	STORY ANALYSIS YESTERDAY
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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	2,411	70	100.0%	100.0%
ESSENTIALS	Total	386	9	16.0%	12.9%
	WwBtmsJean	316	8	13.1%	11.4%
	WwBtmsTrs	70	1	2.9%	1.4%
INDGO GRDN	Total	336	7	13.9%	10.0%
	WwDressJersey	119	2	4.9%	2.9%
	WwJerseyTops	78	2	3.2%	2.9%
	WwDressWoven	61	1	2.5%	1.4%
	WwKnitwJumper	43	1	1.8%	1.4%
	WwJerseyShirts	35	1	1.4%	1.4%
KNIT SHOP	Total	296	8	12.3%	11.4%
	WwKnitwCardi	170	5	7.0%	7.1%
	WwKnitwJumper	126	3	5.2%	4.3%
PIETS GARD	Total	228	7	9.5%	10.0%
	WwKnitwJumper	87	2	3.6%	2.9%
	WwJerseyTops	52	2	2.2%	2.9%
	WwWovenShirts	39	1	1.6%	1.4%
	WwKnitwCardi	35	1	1.4%	1.4%
	WwSkrtPlain	16	1	0.6%	1.4%
CORE	Total	155	5	6.4%	7.1%
	WwBtmsTrs	65	1	2.7%	1.4%
	WwJerseyTops	49	3	2.0%	4.3%
	WwWovenShirts	41	1	1.7%	1.4%
FLUID LINE	Total	146	6	6.0%	8.6%
	WwWovenTops	43	2	1.8%	2.9%
	WwDressJersey	35	1	1.4%	1.4%
	WwKnitwCardi	30	1	1.3%	1.4%
	WwBtmsTrs	22	1	0.9%	1.4%
	WwJerseyTops	16	1	0.7%	1.4%
DRESS EDIT	Total	116	3	4.8%	4.3%
	WwDressJersey	116	3	4.8%	4.3%
FREE BIRD	Total	115	4	4.8%	5.7%
	WwJerseyShirts	45	2	1.9%	2.9%
	WwJerseyTunic	35	1	1.4%	1.4%
	WwSkrtPlain	35	1	1.4%	1.4%
STAY AT HM	Total	85	2	3.5%	2.9%
	WwBtmsPants	43	1	1.8%	1.4%
	WwJerseySwts	41	1	1.7%	1.4%
BOTANICAL	Total	65	1	2.7%	1.4%
	WwKnitwJumper	54	1	2.2%	1.4%
	WwJerseyShirts	11		0.5%	n/a%
TEE BAR D2	Total	62	3	2.6%	4.3%
	WwJerseyTops	62	3	2.6%	4.3%
OUTERWEAR	Total	56	1	2.3%	1.4%
	WwOutwCoat	56	1	2.3%	1.4%
UTILITY	Total	56	1	2.3%	1.4%
	WwDressJersey	56	1	2.3%	1.4%
MADAGASCAR	Total	52	1	2.2%	1.4%
	WwKnitwCardi	52	1	2.2%	1.4%
WARLI	Total	52	1	2.2%	1.4%
	WwWovenShirts	52	1	2.2%	1.4%
KIDS D1	Total	45	2	1.9%	2.9%
	WwSgvSgv	45	2	1.9%	2.9%
BEAUT CITY	Total	30	1	1.3%	1.4%
	WwSkrtPlain	30	1	1.3%	1.4%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
DENIM	Total	26	1	1.1%	1.4%
	WwSkrtPlain	26	1	1.1%	1.4%
KIDS S&B	Total	25	3	1.0%	4.3%
	WwSgvSgv	25	3	1.0%	4.3%
ANIMAL T	Total	23	1	0.9%	1.4%
	WwSgvSgv	23	1	0.9%	1.4%
KIDS D3	Total	23	1	0.9%	1.4%
	WwSgvSgv	23	1	0.9%	1.4%
FANTASY F	Total	17	1	0.7%	1.4%
	WwSgvSgv	17	1	0.7%	1.4%
ORIENTAL L	Total	16	1	0.7%	1.4%
	WwIntimNightw	16	1	0.7%	1.4%

Item L3 Desc	Item Desc	Item Colour	Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total		Total	2,411	70	100.0%	100.0%
WwDressJersey	Emily Fairtrade Jersey Dress	RED MLT		INDGO GRDN	119	2	4.9%	2.9%
	Esther Eco Vero Dress	GREEN MLT		UTILITY	56	1	2.3%	1.4%
		NAVY MULTI		DRESS EDIT	46	1	1.9%	1.4%
	Simple Life Dress	GREEN MLT		DRESS EDIT	69	2	2.9%	2.9%
	Ives Dress	GREY MLT		FLUID LINE	35	1	1.4%	1.4%
WwBtmsJean	Jade Jegging Crop	WHITE		ESSENTIALS	71	2	2.9%	2.9%
		DK DENIM		ESSENTIALS	46	1	1.9%	1.4%
	Jade Jegging Jean	BLACK		ESSENTIALS	48	1	2.0%	1.4%
	Straight Crop	SPRNG P PL		ESSENTIALS	41	1	1.7%	1.4%
	Straight Crop Jean	MID DENIM		ESSENTIALS	41	1	1.7%	1.4%
	Isla Cropped Jegging	DEEP PINK		ESSENTIALS	39	1	1.6%	1.4%
	Skye Straight 7/8 Jeans	BLK DENIM		ESSENTIALS	30	1	1.3%	1.4%
	WwKnitwJumper	Olivia Colourblock Jumper	BLUE MLT		BOTANICAL	54	1	2.2%
TAN MULTI				KNIT SHOP	39	1	1.6%	1.4%
Natasha Jumper		LGT YELLOW		KNIT SHOP	87	2	3.6%	2.9%
Piets Garden Stitch Mix Jumper		MID GREY		PIETS GARD	48	1	2.0%	1.4%
Jelly Stripe Jumper		ORANGE MLT		INDGO GRDN	43	1	1.8%	1.4%
Karina Jumper		MID GREEN		PIETS GARD	39	1	1.6%	1.4%
WwKnitwCardi	Lola Crew Neck Cardi	FR NAVY		KNIT SHOP	91	2	3.8%	2.9%
		NAVY MULTI		KNIT SHOP	43	1	1.8%	1.4%
	Ocean Cardi	LGT BLUE		MADAGASCAR	52	1	2.2%	1.4%
	Lane Button Side Cardigan	DK GREEN		PIETS GARD	35	1	1.4%	1.4%
	City Plain Crew Neck Cardigan	MID BLUE		KNIT SHOP	17	1	0.7%	1.4%
		MID TEAL		KNIT SHOP	17	1	0.7%	1.4%
	City Colourblock Cardi	GREY		FLUID LINE	30	1	1.3%	1.4%
WwJerseyTops	Geo Embroidered Tee	BLUE MLT		INDGO GRDN	78	2	3.2%	2.9%
	Cosy Jersey Top	DUS BLUE		PIETS GARD	52	2	2.2%	2.9%
	Cassie Crew Organic Tee	WASHED BLK		CORE	22	1	0.9%	1.4%
		MID RED		CORE	17	1	0.7%	1.4%
	Nelly Notch Neck Tee	PINK MLT		TEE BAR D2	23	1	0.9%	1.4%
	Neo Tee	PINK MLT		TEE BAR D2	21	1	0.9%	1.4%
	Voyage Jersey Vest	FR NAVY		TEE BAR D2	18	1	0.7%	1.4%
	Mirtha Jacquard Jersey Top	GREY MLT		FLUID LINE	16	1	0.7%	1.4%
	Poppy Frill Neck Organic Tee	MID BLUE		CORE	16	1	0.7%	1.4%
	Embroidered Tie Hem Tee	LGT BLUE		CORE	32	1	1.3%	1.4%
NAT WHITE			CORE	(39)	-1	(1.6%)	(1.4%)	
WwBtmsTrs	Sussex Stretch Trousers	PURE BLK		ESSENTIALS	70	1	2.9%	1.4%
	Maison Linen Trouser	DENIM BLUE		CORE	65	1	2.7%	1.4%
	Sailor Culottes	DK GREY		FLUID LINE	22	1	0.9%	1.4%
WwSgvSgv	Botanical Shirt	BLUE PR		KIDS D3	23	1	0.9%	1.4%
	Milly Waterproof Mac	CLASSIC NA		KIDS D1	23	1	0.9%	1.4%
	Rainy Day Mac	GH GREEN		KIDS D1	23	1	0.9%	1.4%
	Souvenir Stripe Jumper	GREEN MLT		ANIMAL T	23	1	0.9%	1.4%
	Clara Colourful Cord Skirt	MID CHART		FANTASY F	17	1	0.7%	1.4%
	Fruit Spot Reversible Bikini	MULTI GRE		KIDS S&B	16	1	0.7%	1.4%
	Kids Scrunchie 2 Pack	BLUE MULTI		KIDS S&B	9	2	0.4%	2.9%
WwWovenShirts	Emi Shirt	WHITE PL		WARLI	52	1	2.2%	1.4%
	Emma Organic Shirt	PALE IVORY		CORE	41	1	1.7%	1.4%
	Nolan Shirt	MID TEAL		PIETS GARD	39	1	1.6%	1.4%
WwSkrtPlain	Margarita Cord Skirt	MID PINK		FREE BIRD	35	1	1.4%	1.4%
	Canterbury Twill Skirt	DK NAT		BEAUT CITY	30	1	1.3%	1.4%
	Denim Margarita Skirt	DENIM		DENIM	26	1	1.1%	1.4%
	Margarita Spot Cord Midi Skirt	MID TEAL		PIETS GARD	16	1	0.6%	1.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	45	2	1.9%	2.9%
	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	1.8%	1.4%
	Penny Pocket Jersey Shirt	MID BLUE	INDGO GRDN	35	1	1.4%	1.4%
	Painting Shirt	NAVY PR	BOTANICAL	(33)	-1	(1.4%)	(1.4%)
WwDressWoven	Debbie Linen Dungaree	LGT BLUE	INDGO GRDN	61	1	2.5%	1.4%
WwOutwCoat	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	56	1	2.3%	1.4%
WwBtmsPants	HEART PRINT JOGGER	CHARC GREY	STAY AT HM	43	1	1.8%	1.4%
WwWovenTops	Maia Top	LGT PURPLE	FLUID LINE	26	1	1.1%	1.4%
		BRT RED	FLUID LINE	16	1	0.7%	1.4%
WwJerseySwts	Cotton Hooded Sweat	MID PINK	STAY AT HM	41	1	1.7%	1.4%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	35	1	1.4%	1.4%
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	16	1	0.7%	1.4%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	164	3	100.0%	100.0%
BOTANICAL	Total	61	1	37.2%	33.3%
	WwKnitwJumper	61	1	37.2%	33.3%
KNIT SHOP	Total	55	1	33.6%	33.3%
	WwKnitwJumper	55	1	33.6%	33.3%
SHORTS	Total	48	1	29.2%	33.3%
	WwBtmsTrs	48	1	29.2%	33.3%
CORE	Total	n/a		n/a%	n/a%
	WwOutwCoat	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	164	3	100.0%	100.0%
WwKnitwJumper	Isabel Stripe Jumper	NAVY MULTI	BOTANICAL	61	1	37.2%	33.3%
	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	55	1	33.6%	33.3%
WwBtmsTrs	Boyfriend Denim Shorts	MID DENIM	SHORTS	48	1	29.2%	33.3%
WwOutwCoat	Dayton Denim Jacket	MID DENIM	CORE	n/a		n/a%	n/a%

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	52	2	100.0%	100.0%
UTILITY	Total	39	1	75.0%	50.0%
	WwJerseyShirts	39	1	75.0%	50.0%
TEE BAR D2	Total	26	1	50.0%	50.0%
	WwJerseyTops	26	1	50.0%	50.0%
BOTANICAL	Total	(13)		(25.0%)	n/a%
	WwWovenShirts	113	2	216.9%	100.0%
	WwWovenTops	(56)	-1	(108.4%)	(50.0%)
	WwKnitwCardi	(70)	-1	(133.5%)	(50.0%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	52	2	100.0%	100.0%
WwWovenShirts	Blue Skys Organic Shirt	IVORY MLT	BOTANICAL	113	2	216.9%	100.0%
WwJerseyShirts	Fenella Shirt	PINK MLT	UTILITY	39	1	75.0%	50.0%
WwJerseyTops	Petunia Pocket Tee	PINK MLT	TEE BAR D2	26	1	50.0%	50.0%
WwWovenTops	Eta Top	WHITE MLT	BOTANICAL	(56)	-1	(108.4%)	(50.0%)
WwKnitwCardi	Mixy Plain Long Line Cardi	LGT YELLOW	BOTANICAL	(70)	-1	(133.5%)	(50.0%)

STORY ANALYSIS YESTERDAY

The crosstab contains no data

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	544	17	100.0%	100.0%
ESSENTIALS	Total	135	3	24.7%	17.6%
	WwBtmsJean	83	2	15.2%	11.8%
	WwSkrtPatt	52	1	9.6%	5.9%
FREE BIRD	Total	101	3	18.5%	17.6%
	WwKnitwJumper	43	1	8.0%	5.9%
	WwSkrtPlain	35	1	6.4%	5.9%
	WwJerseyShirts	23	1	4.1%	5.9%
PIETS GARD	Total	82	3	15.1%	17.6%
	WwJerseyShirts	56	2	10.4%	11.8%
	WwJerseyTops	26	1	4.8%	5.9%
KNIT SHOP	Total	48	1	8.8%	5.9%
	WwKnitwCardi	48	1	8.8%	5.9%
CORE	Total	43	2	7.8%	11.8%
	WwJerseyTops	43	2	7.8%	11.8%
DRESS EDIT	Total	39	1	7.2%	5.9%
	WwDressJersey	39	1	7.2%	5.9%
FLUID LINE	Total	35	1	6.4%	5.9%
	WwKnitwJumper	35	1	6.4%	5.9%
BEAUT CITY	Total	26	1	4.8%	5.9%
	WwJerseyTops	26	1	4.8%	5.9%
TEE BAR D2	Total	23	1	4.1%	5.9%
	WwJerseyTops	23	1	4.1%	5.9%
TEE BAR	Total	14	1	2.5%	5.9%
	WwJerseyTops	14	1	2.5%	5.9%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	544	17	100.0%	100.0%
WwJerseyTops	Cassie Crew Organic Tee	BRIL WHITE	CORE	26	1	4.8%	5.9%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	26	1	4.8%	5.9%
	Texture Flower Jersey Top	MID TEAL	BEAUT CITY	26	1	4.8%	5.9%
	Nelly Notch Neck Tee	MID YELLOW	TEE BAR D2	23	1	4.1%	5.9%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	16	1	3.0%	5.9%
	Neo Jersey Tee	NAVY ST	TEE BAR	14	1	2.5%	5.9%
WwBtmsJean	Straight Stripe Crop Jean	PINK STR	ESSENTIALS	52	1	9.6%	5.9%
	Skye Straight 7/8 Jeans	BLK DENIM	ESSENTIALS	30	1	5.6%	5.9%
WwJerseyShirts	Park Jersey Shirt	BLK MLT	PIETS GARD	30	1	5.6%	5.9%
		PINK MLT	FREE BIRD	23	1	4.1%	5.9%
	Mixed Media Top	BRT PINK	PIETS GARD	26	1	4.8%	5.9%
WwKnitwJumper	Multi Stripe Jumper	PINK MLT	FREE BIRD	43	1	8.0%	5.9%
	Fluid Stripe Jumper	MID GREY	FLUID LINE	35	1	6.4%	5.9%
WwSkrtPatt	Camilla Denim Skirt	MID DENIM	ESSENTIALS	52	1	9.6%	5.9%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	48	1	8.8%	5.9%
WwDressJersey	Aiken Eco Vero Dress	NAVY MULTI	DRESS EDIT	39	1	7.2%	5.9%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	35	1	6.4%	5.9%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	30	1	100.0%	100.0%
ESSENTIALS	Total	30	1	100.0%	100.0%
	WwBtmsJean	30	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	30	1	100.0%	100.0%
WwBtmsJean	Skye Straight 7/8 Jeans	BLK DENIM	ESSENTIALS	30	1	100.0%	100.0%

Bremen (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	332	7	100.0%	100.0%
KNIT SHOP	Total	111	2	33.3%	28.6%
	WwKnitwJumper	111	2	33.3%	28.6%
FREE BIRD	Total	100	2	30.1%	28.6%
	WwWovenShirts	56	1	17.0%	14.3%
	WwJerseyShirts	43	1	13.1%	14.3%
UTILITY	Total	87	2	26.2%	28.6%
	WwJerseyShirts	87	2	26.2%	28.6%
TEE BAR D2	Total	35	1	10.5%	14.3%
	WwJerseyTops	35	1	10.5%	14.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	332	7	100.0%	100.0%
WwJerseyShirts	Fenella Shirt	PINK MLT	UTILITY	87	2	26.2%	28.6%
	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	13.1%	14.3%
WwKnitwJumper	Orla Organic Ribbed Sweater	BLUE MLT	KNIT SHOP	111	2	33.3%	28.6%
WwWovenShirts	Sally Shirt	IVORY MLT	FREE BIRD	56	1	17.0%	14.3%
WwJerseyTops	Petunia Pocket Tee	PINK MLT	TEE BAR D2	35	1	10.5%	14.3%

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	666	16	100.0%	100.0%
BOTANICAL	Total	192	4	28.8%	25.0%
	WwKnitwJumper	61	1	9.2%	6.3%
	WwWovenTops	56	1	8.5%	6.3%
	WwJerseyShirts	41	1	6.2%	6.3%
	WwJerseyTops	32	1	4.8%	6.3%
KNIT SHOP	Total	118	2	17.8%	12.5%
	WwKnitwCardi	66	1	10.0%	6.3%
	WwKnitwJumper	52	1	7.8%	6.3%
MADAGASCAR	Total	104	2	15.6%	12.5%
	WwKnitwCardi	104	2	15.6%	12.5%
TEE BAR D2	Total	71	3	10.7%	18.8%
	WwJerseyTops	71	3	10.7%	18.8%
INDGO GRDN	Total	69	2	10.4%	12.5%
	WwJerseyShirts	69	2	10.4%	12.5%
FREE BIRD	Total	43	1	6.5%	6.3%
	WwJerseyShirts	43	1	6.5%	6.3%
STAY AT HM	Total	43	1	6.5%	6.3%
	WwBtmsPants	43	1	6.5%	6.3%
CORE	Total	24	1	3.6%	6.3%
	WwJerseyTops	24	1	3.6%	6.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	666	16	100.0%	100.0%
WwKnitwCardi	Ocean Cardi	LGT BLUE	MADAGASCAR	52	1	7.8%	6.3%
		MID PINK	MADAGASCAR	52	1	7.8%	6.3%
	Cosy Rib Longline Cardigan	FR NAVY	KNIT SHOP	66	1	10.0%	6.3%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	43	1	6.5%	6.3%
	Pocket Jersey Shirt	NAT MLT	BOTANICAL	41	1	6.2%	6.3%
	Summer Jersey Woven Mix Shirt	NAVY MULTI	INDGO GRDN	39	1	5.9%	6.3%
	Penny Pocket Jersey Shirt	BRIL WHITE	INDGO GRDN	30	1	4.6%	6.3%
WwJerseyTops	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	49	2	7.3%	12.5%
	Crochet Pocket Tee	DARK NAVY	BOTANICAL	32	1	4.8%	6.3%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	24	1	3.6%	6.3%
	Neo Tee	FR NAVY	TEE BAR D2	23	1	3.4%	6.3%
WwKnitwJumper	Cecily Jumper	BLUE MLT	BOTANICAL	61	1	9.2%	6.3%
	Olivia Jumper	DARK NAVY	KNIT SHOP	52	1	7.8%	6.3%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	56	1	8.5%	6.3%
WwBtmsPants	HEART PRINT JOGGER	CHARC GREY	STAY AT HM	43	1	6.5%	6.3%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	118	3	100.0%	100.0%
MADAGASCAR	Total	52	1	44.0%	33.3%
	WwKnitwCardi	52	1	44.0%	33.3%
STAY AT HM	Total	43	1	36.7%	33.3%
	WwBtmsPants	43	1	36.7%	33.3%
TEE BAR D2	Total	23	1	19.3%	33.3%
	WwJerseyTops	23	1	19.3%	33.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	118	3	100.0%	100.0%
WwKnitwCardi	Ocean Cardi	LGT BLUE	MADAGASCAR	52	1	44.0%	33.3%
WwBtmsPants	HEART PRINT JOGGER	CHARC GREY	STAY AT HM	43	1	36.7%	33.3%
WwJerseyTops	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	23	1	19.3%	33.3%

Cologne

STORY ANALYSIS WEEK TO DATE

The crosstab contains no data

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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	1,772	56	100.0%	100.0%
ESSENTIALS	Total	232	6	13.1%	10.7%
	WwBtmsJean	232	6	13.1%	10.7%
CORE	Total	225	8	12.7%	14.3%
	WwJerseyTops	130	6	7.3%	10.7%
	WwDressWoven	53	1	3.0%	1.8%
	WwWovenShirts	41	1	2.3%	1.8%
KNIT SHOP	Total	206	5	11.6%	8.9%
	WwKnitwCardi	119	3	6.7%	5.4%
	WwKnitwJumper	87	2	4.9%	3.6%
PIETS GARD	Total	188	6	10.6%	10.7%
	WwDressJersey	39	1	2.2%	1.8%
	WwKnitwJumper	39	1	2.2%	1.8%
	WwKnitwCardi	35	1	2.0%	1.8%
	WwDressWoven	26	1	1.5%	1.8%
	WwJerseyTops	26	1	1.5%	1.8%
	WwJerseyShirts	23	1	1.3%	1.8%
STAY AT HM	Total	167	4	9.4%	7.1%
	WwDressJersey	126	3	7.1%	5.4%
	WwJerseySwts	41	1	2.3%	1.8%
INDGO GRDN	Total	142	3	8.0%	5.4%
	WwDressJersey	142	3	8.0%	5.4%
FLUID LINE	Total	127	6	7.2%	10.7%
	WwBtmsTrs	61	3	3.4%	5.4%
	WwKnitwJumper	39	1	2.2%	1.8%
	WwJerseyTops	27	2	1.5%	3.6%
TEE BAR D2	Total	116	6	6.5%	10.7%
	WwJerseyTops	116	6	6.5%	10.7%
OUTERWEAR	Total	91	2	5.1%	3.6%
	WwOutwCoat	91	2	5.1%	3.6%
DRESS EDIT	Total	69	2	3.9%	3.6%
	WwDressJersey	69	2	3.9%	3.6%
MALIBAR	Total	42	1	2.4%	1.8%
	WwWovenShirts	42	1	2.4%	1.8%
STUDIO	Total	40	1	2.3%	1.8%
	WwWovenShirts	40	1	2.3%	1.8%
ORIENTAL L	Total	33	2	1.9%	3.6%
	WwIntimNightw	33	2	1.9%	3.6%
BEAUT CITY	Total	30	1	1.7%	1.8%
	WwSkrtPlain	30	1	1.7%	1.8%
TEE BAR	Total	28	1	1.6%	1.8%
	WwJerseyTops	28	1	1.6%	1.8%
FREE BIRD	Total	28	1	1.6%	1.8%
	WwJerseyTunic	28	1	1.6%	1.8%
UNDERWEAR	Total	7	1	0.4%	1.8%
	WwIntimUw	7	1	0.4%	1.8%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,772	56	100.0%	100.0%
WwDressJersey	SS Hayne Jersey Dress	NAVY PR	INDGO GRDN	142	3	8.0%	5.4%
	Spotty Sweat Dress	GREY MLT	STAY AT HM	83	2	4.7%	3.6%
	Simple Life Dress	GREEN MLT	DRESS EDIT	69	2	3.9%	3.6%
	Cosy Sweat Dress	MID BLUE	STAY AT HM	43	1	2.5%	1.8%
	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	39	1	2.2%	1.8%
WwJerseyTops	Beach Break Jersey Top	NAVY PR	CORE	61	3	3.4%	5.4%
		WHITE PL	CORE	22	1	1.2%	1.8%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	26	1	1.5%	1.8%
		WASHED BLK	CORE	22	1	1.2%	1.8%
		TAN PR	FLUID LINE	17	1	1.0%	1.8%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2	36	2	2.0%	3.6%
		BRIL WHITE	TEE BAR D2	18	1	1.0%	1.8%
	Neo Tee	PINK MLT	TEE BAR D2	21	1	1.2%	1.8%
		BLUE MLT	TEE BAR D2	21	1	1.2%	1.8%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	28	1	1.6%	1.8%
	Cosy Jersey Top	DUS BLUE	PIETS GARD	26	1	1.5%	1.8%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	20	1	1.1%	1.8%
	Peony Puff Sleeve Tee	RED MLT	FLUID LINE	10	1	0.5%	1.8%
WwBtmsJean	Isla Cropped Jegging	DEEP PINK	ESSENTIALS	76	2	4.3%	3.6%
	Jade Jegging Crop	SFT BTL GR	ESSENTIALS	37	1	2.1%	1.8%
		WHITE PL	ESSENTIALS	37	1	2.1%	1.8%
	Straight Crop	SPRNG P PL	ESSENTIALS	41	1	2.3%	1.8%
	Straight Crop Jean	MID DENIM	ESSENTIALS	41	1	2.3%	1.8%
WwKnitwJumper	Natasha Jumper	LGT YELLOW	KNIT SHOP	87	2	4.9%	3.6%
	Beech Rib Button Side Jumper	MID TAN	FLUID LINE	39	1	2.2%	1.8%
	Karina Jumper	MID GREEN	PIETS GARD	39	1	2.2%	1.8%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	39	1	2.2%	1.8%
		MID GREEN	KNIT SHOP	37	1	2.1%	1.8%
	Desert Cardi	BRT RED	KNIT SHOP	43	1	2.4%	1.8%
	Lane Button Side Cardigan	DK GREEN	PIETS GARD	35	1	2.0%	1.8%
WwWovenShirts	Emi Spot Shirt	WHITE PL	MALIBAR	42	1	2.4%	1.8%
	Emma Organic Shirt	PALE IVORY	CORE	41	1	2.3%	1.8%
	Emily Embroidered Shirt	WHITE PL	STUDIO	40	1	2.3%	1.8%
WwOutwCoat	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	56	1	3.2%	1.8%
	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	35	1	2.0%	1.8%
WwDressWoven	Farrow Denim Pinafore Dress	MID DENIM	CORE	53	1	3.0%	1.8%
	Rua Shirt Dress	NAVY MULTI	PIETS GARD	26	1	1.5%	1.8%
WwBtmsTrs	Sailor Culottes	DK GREY	FLUID LINE	43	2	2.4%	3.6%
	Soft Check Culottes	GREY MLT	FLUID LINE	17	1	1.0%	1.8%
WwJerseySwts	Cotton Hooded Sweat	MID PINK	STAY AT HM	41	1	2.3%	1.8%
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	16	1	0.9%	1.8%
	Lucy Jersey PJ Bottoms	GREY PR	ORIENTAL L	16	1	0.9%	1.8%
WwSkrtPlain	Canterbury Twill Skirt	DK NAT	BEAUT CITY	30	1	1.7%	1.8%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	28	1	1.6%	1.8%
WwJerseyShirts	Crocus Jersey Top	NAVY MULTI	PIETS GARD	23	1	1.3%	1.8%
WwIntimUw	Hearts & Spots Shortie	LAGOON BLU	UNDERWEAR	7	1	0.4%	1.8%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	546	17	100.0%	100.0%
ESSENTIALS	Total	122	3	22.3%	17.6%
	WwBtmsJean	122	3	22.3%	17.6%
PIETS GARD	Total	100	3	18.3%	17.6%
	WwKnitwJumper	39	1	7.2%	5.9%
	WwKnitwCardi	35	1	6.4%	5.9%
	WwJerseyTops	26	1	4.8%	5.9%
DRESS EDIT	Total	69	2	12.7%	11.8%
	WwDressJersey	69	2	12.7%	11.8%
CORE	Total	63	2	11.5%	11.8%
	WwWovenShirts	41	1	7.6%	5.9%
	WwJerseyTops	22	1	4.0%	5.9%
KNIT SHOP	Total	43	1	8.0%	5.9%
	WwKnitwJumper	43	1	8.0%	5.9%
STAY AT HM	Total	41	1	7.6%	5.9%
	WwJerseySwts	41	1	7.6%	5.9%
TEE BAR D2	Total	39	2	7.1%	11.8%
	WwJerseyTops	39	2	7.1%	11.8%
BEAUT CITY	Total	30	1	5.6%	5.9%
	WwSkrtPlain	30	1	5.6%	5.9%
FLUID LINE	Total	22	1	4.0%	5.9%
	WwBtmsTrs	22	1	4.0%	5.9%
ORIENTAL L	Total	16	1	3.0%	5.9%
	WwIntimNightw	16	1	3.0%	5.9%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	546	17	100.0%	100.0%
WwBtmsJean	Straight Crop	SPRNG P PL	ESSENTIALS	41	1	7.6%	5.9%
	Straight Crop Jean	MID DENIM	ESSENTIALS	41	1	7.6%	5.9%
	Isla Cropped Jegging	DEEP PINK	ESSENTIALS	39	1	7.2%	5.9%
WwJerseyTops	Cosy Jersey Top	DUS BLUE	PIETS GARD	26	1	4.8%	5.9%
	Cassie Crew Organic Tee	WASHED BLK	CORE	22	1	4.0%	5.9%
	Neo Tee	PINK MLT	TEE BAR D2	21	1	3.9%	5.9%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2	18	1	3.2%	5.9%
WwKnitwJumper	Natasha Jumper	LGT YELLOW	KNIT SHOP	43	1	8.0%	5.9%
	Karina Jumper	MID GREEN	PIETS GARD	39	1	7.2%	5.9%
WwDressJersey	Simple Life Dress	GREEN MLT	DRESS EDIT	69	2	12.7%	11.8%
WwJerseySwts	Cotton Hooded Sweat	MID PINK	STAY AT HM	41	1	7.6%	5.9%
WwWovenShirts	Emma Organic Shirt	PALE IVORY	CORE	41	1	7.6%	5.9%
WwKnitwCardi	Lane Button Side Cardigan	DK GREEN	PIETS GARD	35	1	6.4%	5.9%
WwSkrtPlain	Canterbury Twill Skirt	DK NAT	BEAUT CITY	30	1	5.6%	5.9%
WwBtmsTrs	Sailor Culottes	DK GREY	FLUID LINE	22	1	4.0%	5.9%
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	16	1	3.0%	5.9%

Frankfurt (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	803	22	100.0%	100.0%
FREE BIRD	Total	148	4	18.4%	18.2%
	WwJerseyTunic	104	3	13.0%	13.6%
	WwKnitwJumper	43	1	5.4%	4.5%
ESSENTIALS	Total	139	3	17.3%	13.6%
	WwBtmsJean	100	2	12.4%	9.1%
	WwBtmsTrs	39	1	4.9%	4.5%
FLUID LINE	Total	139	5	17.3%	22.7%
	WwKnitwCardi	61	2	7.6%	9.1%
	WwWovenTops	52	2	6.5%	9.1%
	WwJerseyShirts	26	1	3.2%	4.5%
INDGO GRDN	Total	126	3	15.7%	13.6%
	WwJerseyShirts	69	2	8.7%	9.1%
	WwSkrtPatt	56	1	7.0%	4.5%
PIETS GARD	Total	104	3	12.9%	13.6%
	WwDressJersey	39	1	4.9%	4.5%
	WwKnitwJumper	39	1	4.9%	4.5%
	WwJerseyTops	26	1	3.2%	4.5%
KNIT SHOP	Total	96	2	11.9%	9.1%
	WwKnitwCardi	96	2	11.9%	9.1%
CORE	Total	56	2	6.9%	9.1%
	WwJerseyTops	56	2	6.9%	9.1%
	WwBtmsTrs	n/a		n/a%	n/a%
TEE BAR D2	Total	23	1	2.8%	4.5%
	WwJerseyTops	23	1	2.8%	4.5%
TEE BAR	Total	(26)	-1	(3.2%)	(4.5%)
	WwJerseyTops	(26)	-1	(3.2%)	(4.5%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	803	22	100.0%	100.0%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	96	2	11.9%	9.1%
	City Colourblock Cardi	GREY	FLUID LINE	61	2	7.6%	9.1%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	104	3	13.0%	13.6%
WwBtmsJean	Straight Crop	SPRNG P PL	ESSENTIALS	52	1	6.5%	4.5%
	Jade Jegging Jean	BLACK	ESSENTIALS	48	1	5.9%	4.5%
WwJerseyShirts	Penny Pocket Jersey Shirt	BRIL WHITE	INDGO GRDN	69	2	8.7%	9.1%
	Loganberry Collared Shirt	RED MLT	FLUID LINE	26	1	3.2%	4.5%
WwKnitwJumper	Multi Stripe Jumper	PINK MLT	FREE BIRD	43	1	5.4%	4.5%
	Bark V-Neck Jumper	LGT NAT	PIETS GARD	39	1	4.9%	4.5%
WwJerseyTops	Embroidered Tie Hem Tee	NAT WHITE	CORE	43	1	5.4%	4.5%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	26	1	3.2%	4.5%
	Neo Tee	FR NAVY	TEE BAR D2	23	1	2.8%	4.5%
	Beach Break Jersey Top	WHITE PL	CORE	22	1	2.7%	4.5%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	16	1	2.1%	4.5%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	(26)	-1	(3.2%)	(4.5%)
	Veronica Tee	MID PINK	TEE BAR	(26)	-1	(3.2%)	(4.5%)
WwSkrtPatt	Abberford Jersey Maxi Skirt	BLUE MLT	INDGO GRDN	56	1	7.0%	4.5%
WwWovenTops	Maia Top	BRT RED	FLUID LINE	26	1	3.2%	4.5%
		LGT PURPLE	FLUID LINE	26	1	3.2%	4.5%
WwBtmsTrs	Jodie Ponte Jeggings	DARK NAVY	ESSENTIALS	39	1	4.9%	4.5%
	Maison Linen Trouser	DENIM BLUE	CORE	n/a		n/a%	n/a%
WwDressJersey	Ives Jacquard Fairtrade Dress	BLK MLT	PIETS GARD	39	1	4.9%	4.5%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	204	5	100.0%	100.0%
CORE	Total	65	1	31.9%	20.0%
	WwBtmsTrs	65	1	31.9%	20.0%
FLUID LINE	Total	56	2	27.6%	40.0%
	WwKnitwCardi	30	1	14.9%	20.0%
	WwWovenTops	26	1	12.8%	20.0%
ESSENTIALS	Total	48	1	23.4%	20.0%
	WwBtmsJean	48	1	23.4%	20.0%
FREE BIRD	Total	35	1	17.0%	20.0%
	WwJerseyTunic	35	1	17.0%	20.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	204	5	100.0%	100.0%
WwBtmsTrs	Maison Linen Trouser	DENIM BLUE	CORE	65	1	31.9%	20.0%
WwBtmsJean	Jade Jegging Jean	BLACK	ESSENTIALS	48	1	23.4%	20.0%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	35	1	17.0%	20.0%
WwKnitwCardi	City Colourblock Cardi	GREY	FLUID LINE	30	1	14.9%	20.0%
WwWovenTops	Maia Top	LGT PURPLE	FLUID LINE	26	1	12.8%	20.0%

German Xmas Popup Market

DRY ANALYSIS WEEK TO DATE

The crosstab contains no data

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STORY ANALYSIS YESTERDAY

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Ghent (INNO)

STORY ANALYSIS WEEK TO DATE

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	13		100.0%	Math error
BOTANICAL	Total	56	1	432.8%	Math error
	WwKnitwJumper	56	1	432.8%	Math error
UTILITY	Total	(43)	-1	(332.8%)	Math error
	WwJerseyTops	(43)	-1	(332.8%)	Math error

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	13		100.0%	Math error
WwKnitwJumper	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	56	1	432.8%	Math error
WwJerseyTops	Utility Jersey Top	GREEN MLT	UTILITY	(43)	-1	(332.8%)	Math error

STORY ANALYSIS YESTERDAY

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Giessen

STORY ANALYSIS WEEK TO DATE

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STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,917	61	100.0%	100.0%
ESSENTIALS	Total	440	10	22.9%	16.4%
	WwBtmsJean	299	7	15.6%	11.5%
	WwBtmsTrs	141	3	7.3%	4.9%
KNIT SHOP	Total	331	11	17.3%	18.0%
	WwKnitwCardi	288	10	15.0%	16.4%
	WwKnitwJumper	43	1	2.3%	1.6%
CORE	Total	301	10	15.7%	16.4%
	WwJerseyTops	147	6	7.7%	9.8%
	WwJerseyShirts	61	2	3.2%	3.3%
	WwDressWoven	53	1	2.7%	1.6%
	WwWovenShirts	41	1	2.1%	1.6%
INDGO GRDN	Total	200	5	10.4%	8.2%
	WwJerseyTops	68	2	3.6%	3.3%
	WwDressJersey	54	1	2.8%	1.6%
	WwKnitwJumper	43	1	2.3%	1.6%
	WwJerseyShirts	35	1	1.8%	1.6%
PIETS GARD	Total	151	6	7.9%	9.8%
	WwWovenShirts	39	1	2.0%	1.6%
	WwWovenTops	39	1	2.0%	1.6%
	WwJerseyTops	31	2	1.6%	3.3%
	WwDressWoven	26	1	1.4%	1.6%
	WwSkrtPlain	16	1	0.8%	1.6%
BEAUT CITY	Total	69	2	3.6%	3.3%
	WwWovenShirts	69	2	3.6%	3.3%
VOLUME D2	Total	61	2	3.2%	3.3%
	WwKnitwCardi	61	2	3.2%	3.3%
KIDS D1	Total	60	2	3.1%	3.3%
	WwSgvSgv	60	2	3.1%	3.3%
TEE BAR	Total	53	2	2.7%	3.3%
	WwJerseyTops	53	2	2.7%	3.3%
DRESS EDIT	Total	46	1	2.4%	1.6%
	WwDressJersey	46	1	2.4%	1.6%
FANTASY F	Total	44	2	2.3%	3.3%
	WwSgvSgv	44	2	2.3%	3.3%
MALIBAR	Total	40	1	2.1%	1.6%
	WwWovenShirts	40	1	2.1%	1.6%
FREE BIRD	Total	35	1	1.8%	1.6%
	WwDressJersey	35	1	1.8%	1.6%
OUTERWEAR	Total	35	1	1.8%	1.6%
	WwOutwCoat	35	1	1.8%	1.6%
ANIMAL T	Total	30	1	1.6%	1.6%
	WwSgvSgv	30	1	1.6%	1.6%
KIDS S&B	Total	21	2	1.1%	3.3%
	WwSgvSgv	21	2	1.1%	3.3%
SPOT CAT	Total	18	2	0.9%	3.3%
	WwSgvSgv	18	2	0.9%	3.3%
ORIENTAL L	Total	16	1	0.9%	1.6%
	WwIntimNightw	16	1	0.9%	1.6%
FLUID LINE	Total	(2)		(0.1%)	n/a%
	WwKnitwCardi	17	1	0.9%	1.6%
	WwJerseyShirts	(20)	-1	(1.0%)	(1.6%)
BOTANICAL	Total	(33)	-1	(1.7%)	(1.6%)
	WwJerseyShirts	(33)	-1	(1.7%)	(1.6%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,917	61	100.0%	100.0%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	127	3	6.6%	4.9%
		FR NAVY	KNIT SHOP	37	1	1.9%	1.6%
		LGT BLUE	KNIT SHOP	37	1	1.9%	1.6%
	City Plain Crew Neck Cardigan	MID BLUE	KNIT SHOP	35	2	1.8%	3.3%
		MID TEAL	KNIT SHOP	35	2	1.8%	3.3%
		DEEP RED	KNIT SHOP	17	1	0.9%	1.6%
	Ocean Cardi	BRT ORA	VOLUME D2	61	2	3.2%	3.3%
	City Colourblock Cardi	GREY	FLUID LINE	17	1	0.9%	1.6%
WwJerseyTops	Embroidered Tie Hem Tee	NAT WHITE	CORE	68	2	3.6%	3.3%
		LGT BLUE	CORE	32	1	1.7%	1.6%
	Geo Embroidered Tee	BLUE MLT	INDGO GRDN	68	2	3.6%	3.3%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	33	2	1.7%	3.3%
	Leaf Jacquard Jersey Top	BLK MLT	PIETS GARD	31	2	1.6%	3.3%
	Veronica Tee	NAVY MULTI	TEE BAR	27	1	1.4%	1.6%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	26	1	1.4%	1.6%
	Roxy Rib Tee	NAVY MULTI	CORE	14	1	0.7%	1.6%
WwBtmsJean	Jade Jegging Crop	WHITE	ESSENTIALS	109	3	5.7%	4.9%
		DK DENIM	ESSENTIALS	42	1	2.2%	1.6%
		LT DENIM	ESSENTIALS	42	1	2.2%	1.6%
	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	53	1	2.8%	1.6%
	Straight Jean	DK DENIM	ESSENTIALS	53	1	2.8%	1.6%
WwWovenShirts	Emma Shirt	MID BLUE	CORE	41	1	2.1%	1.6%
	Emi Spot Shirt	BLUE PL	MALIBAR	40	1	2.1%	1.6%
	Nolan Shirt	MID TEAL	PIETS GARD	39	1	2.0%	1.6%
	Cecily Organic Shirt	BLUE MLT	BEAUT CITY	35	1	1.8%	1.6%
	Hallie EcoVero Shirt	IVORY MLT	BEAUT CITY	35	1	1.8%	1.6%
WwSgvSgv	Alfie Rain Mac	YO YEL MUL	KIDS D1	37	1	1.9%	1.6%
	Gorilla 4in1 Reversible Puffer	NAVY MULTI	ANIMAL T	30	1	1.6%	1.6%
	Milly Waterproof Mac	CLASSIC NA	KIDS D1	23	1	1.2%	1.6%
	Pom Tulle Skirt	PLUM MLT	FANTASY F	23	1	1.2%	1.6%
	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	0.9%	1.6%
	Fruit Spot Reversible Bikini	MULTI GRE	KIDS S&B	16	1	0.8%	1.6%
	Spot The Cat Jersey Dress	PINK MLT	SPOT CAT	14	1	0.7%	1.6%
	Kids Scrunchie 2 Pack	BLUE MULTI	KIDS S&B	4	1	0.2%	1.6%
	Clara Colourful Cord Skirt	MID CHART	FANTASY F	4		0.2%	n/a%
WwBtmsTrs	6 Pack Stripe & Star Hair Clip	GREEN MLT	SPOT CAT	4	1	0.2%	1.6%
	Sussex Stretch Trousers	PURE BLK	ESSENTIALS	61	1	3.2%	1.6%
	Straight Crop Jean	MID GREEN	ESSENTIALS	46	1	2.4%	1.6%
	Jodie Ponte Jeggings	DK GREY	ESSENTIALS	34	1	1.8%	1.6%
WwDressJersey	Emily Fairtrade Jersey Dress	RED MLT	INDGO GRDN	54	1	2.8%	1.6%
	Esther Eco Vero Dress	NAVY MULTI	DRESS EDIT	46	1	2.4%	1.6%
	Sail Away Dress	BROWN MLT	FREE BIRD	35	1	1.8%	1.6%
WwKnitwJumper	Jelly Stripe Jumper	ORANGE MLT	INDGO GRDN	43	1	2.3%	1.6%
	Natasha Jumper	LGT YELLOW	KNIT SHOP	43	1	2.3%	1.6%
WwDressWoven	Lothbury Denim Pinafore Dress	MID DENIM	CORE	53	1	2.7%	1.6%
	Rua Shirt Dress	NAVY MULTI	PIETS GARD	26	1	1.4%	1.6%
WwJerseyShirts	Pom Trim Jersey Shirt	BRIL WHITE	CORE	30	1	1.6%	1.6%
		FR NAVY	CORE	30	1	1.6%	1.6%
	Penny Pocket Jersey Shirt	MID BLUE	INDGO GRDN	35	1	1.8%	1.6%
	LS Painting Jersey Shirt	GREY MLT	FLUID LINE	(20)	-1	(1.0%)	(1.6%)
	Painting Shirt	NAVY PR	BOTANICAL	(33)	-1	(1.7%)	(1.6%)
WwWovenTops	Kate Top	PINK MLT	PIETS GARD	39	1	2.0%	1.6%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwOutwCoat	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	35	1	1.8%	1.6%
WwIntimNightw	Layla Jersey PJ Top	GREY PR	ORIENTAL L	16	1	0.9%	1.6%
WwSkrtPlain	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	16	1	0.8%	1.6%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	498	16	100.0%	100.0%
INDGO GRDN	Total	166	4	33.4%	25.0%
	WwDressJersey	54	1	10.7%	6.3%
	WwKnitwJumper	43	1	8.7%	6.3%
	WwJerseyShirts	35	1	7.0%	6.3%
	WwJerseyTops	35	1	7.0%	6.3%
KNIT SHOP	Total	122	4	24.4%	25.0%
	WwKnitwCardi	78	3	15.7%	18.8%
	WwKnitwJumper	43	1	8.7%	6.3%
ESSENTIALS	Total	71	2	14.2%	12.5%
	WwBtmsJean	71	2	14.2%	12.5%
CORE	Total	49	2	9.8%	12.5%
	WwJerseyTops	49	2	9.8%	12.5%
DRESS EDIT	Total	46	1	9.3%	6.3%
	WwDressJersey	46	1	9.3%	6.3%
PIETS GARD	Total	39	1	7.8%	6.3%
	WwWovenShirts	39	1	7.8%	6.3%
KIDS S&B	Total	21	2	4.1%	12.5%
	WwSgvSgv	21	2	4.1%	12.5%
FANTASY F	Total	17	1	3.5%	6.3%
	WwSgvSgv	17	1	3.5%	6.3%
BOTANICAL	Total	(33)	-1	(6.5%)	(6.3%)
	WwJerseyShirts	(33)	-1	(6.5%)	(6.3%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	498	16	100.0%	100.0%
WwDressJersey	Emily Fairtrade Jersey Dress	RED MLT	INDGO GRDN	54	1	10.7%	6.3%
	Esther Eco Vero Dress	NAVY MULTI	DRESS EDIT	46	1	9.3%	6.3%
WwKnitwJumper	Jelly Stripe Jumper	ORANGE MLT	INDGO GRDN	43	1	8.7%	6.3%
	Natasha Jumper	LGT YELLOW	KNIT SHOP	43	1	8.7%	6.3%
WwJerseyTops	Geo Embroidered Tee	BLUE MLT	INDGO GRDN	35	1	7.0%	6.3%
	Embroidered Tie Hem Tee	LGT BLUE	CORE	32	1	6.4%	6.3%
	Poppy Frill Neck Organic Tee	MID BLUE	CORE	16	1	3.3%	6.3%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	43	1	8.7%	6.3%
	City Plain Crew Neck Cardigan	MID BLUE	KNIT SHOP	17	1	3.5%	6.3%
		MID TEAL	KNIT SHOP	17	1	3.5%	6.3%
WwBtmsJean	Jade Jegging Crop	WHITE	ESSENTIALS	71	2	14.2%	12.5%
WwWovenShirts	Nolan Shirt	MID TEAL	PIETS GARD	39	1	7.8%	6.3%
WwSgvSgv	Clara Colourful Cord Skirt	MID CHART	FANTASY F	17	1	3.5%	6.3%
	Fruit Spot Reversible Bikini	MULTI GRE	KIDS S&B	16	1	3.2%	6.3%
	Kids Scrunchie 2 Pack	BLUE MULTI	KIDS S&B	4	1	0.9%	6.3%
WwJerseyShirts	Penny Pocket Jersey Shirt	MID BLUE	INDGO GRDN	35	1	7.0%	6.3%
	Painting Shirt	NAVY PR	BOTANICAL	(33)	-1	(6.5%)	(6.3%)

Hamburg (Karstadt)

STORY ANALYSIS WEEK TO DATE

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STORY ANALYSIS YESTERDAY

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Hanover (Karstadt)

STORY ANALYSIS WEEK TO DATE

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STORY ANALYSIS YESTERDAY

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Karlsruhe (Karstadt)

STORY ANALYSIS WEEK TO DATE

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STORY ANALYSIS YESTERDAY

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Koblenz

STORY ANALYSIS WEEK TO DATE

The crosstab contains no data

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STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	226	5	100.0%	100.0%
BOTANICAL	Total	54	1	23.9%	20.0%
	WwKnitwJumper	54	1	23.9%	20.0%
UTILITY	Total	52	1	23.1%	20.0%
	WwWovenShirts	52	1	23.1%	20.0%
FREE BIRD	Total	48	1	21.2%	20.0%
	WwJerseyTunic	48	1	21.2%	20.0%
ESSENTIALS	Total	46	1	20.2%	20.0%
	WwBtmsJean	46	1	20.2%	20.0%
INDGO GRDN	Total	26	1	11.6%	20.0%
	WwJerseyShirts	26	1	11.6%	20.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	226	5	100.0%	100.0%
WwKnitwJumper	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	54	1	23.9%	20.0%
WwWovenShirts	Alaia Shirt	IVORY MLT	UTILITY	52	1	23.1%	20.0%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	48	1	21.2%	20.0%
WwBtmsJean	Jade Jegging Crop	DK DENIM	ESSENTIALS	46	1	20.2%	20.0%
WwJerseyShirts	Summer Jersey Woven Mix Shirt	NAVY MULTI	INDGO GRDN	26	1	11.6%	20.0%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	100	2	100.0%	100.0%
BOTANICAL	Total	54	1	54.2%	50.0%
	WwKnitwJumper	54	1	54.2%	50.0%
ESSENTIALS	Total	46	1	45.8%	50.0%
	WwBtmsJean	46	1	45.8%	50.0%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	100	2	100.0%	100.0%
WwKnitwJumper	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	54	1	54.2%	50.0%
WwBtmsJean	Jade Jegging Crop	DK DENIM	ESSENTIALS	46	1	45.8%	50.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	763	22	100.0%	100.0%
FREE BIRD	Total	181	5	23.7%	22.7%
	WwKnitwCardi	43	1	5.7%	4.5%
	WwDressJersey	35	1	4.6%	4.5%
	WwJerseyTunic	35	1	4.6%	4.5%
	WwSkrtPlain	35	1	4.6%	4.5%
	WwWovenTops	33	1	4.3%	4.5%
CORE	Total	117	3	15.4%	13.6%
	WwDressWoven	65	1	8.5%	4.5%
	WwJerseyTops	52	2	6.8%	9.1%
TEE BAR D2	Total	103	4	13.6%	18.2%
	WwJerseyTops	103	4	13.6%	18.2%
INDGO GRDN	Total	87	2	11.4%	9.1%
	WwJerseyTops	87	2	11.4%	9.1%
FLUID LINE	Total	83	3	10.9%	13.6%
	WwJerseyTops	49	2	6.4%	9.1%
	WwDressJersey	35	1	4.6%	4.5%
WARLI	Total	52	1	6.8%	4.5%
	WwWovenShirts	52	1	6.8%	4.5%
CINNAMONT	Total	39	1	5.1%	4.5%
	WwDressJersey	39	1	5.1%	4.5%
MIDNIGHT G	Total	39	1	5.1%	4.5%
	WwKnitwJumper	39	1	5.1%	4.5%
TEE BAR	Total	35	1	4.6%	4.5%
	WwJerseyTops	35	1	4.6%	4.5%
DENIM	Total	26	1	3.4%	4.5%
	WwSkrtPlain	26	1	3.4%	4.5%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	763	22	100.0%	100.0%
WwJerseyTops	Geo Embroidered Tee	BLUE MLT	INDGO GRDN	87	2	11.4%	9.1%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	35	1	4.6%	4.5%
		PINK MLT	TEE BAR D2	34	1	4.5%	4.5%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	26	1	3.4%	4.5%
		MID YELLOW	TEE BAR D2	20	1	2.7%	4.5%
	Cassie Crew Organic Tee	BRIL WHITE	CORE	26	1	3.4%	4.5%
	Lou Lou Organic Shirt	WHITE MLT	CORE	26	1	3.4%	4.5%
	Mirtha Jacquard Jersey Top	GREY MLT	FLUID LINE	26	1	3.4%	4.5%
	Neo Tee	FR NAVY	TEE BAR D2	23	1	3.0%	4.5%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	23	1	3.0%	4.5%
WwDressJersey	Ives Dress	BROWN MLT	CINNAMON T	39	1	5.1%	4.5%
		GREY MLT	FLUID LINE	35	1	4.6%	4.5%
	Sail Away Dress	BROWN MLT	FREE BIRD	35	1	4.6%	4.5%
WwDressWoven	Weekend Denim Pinny	DENIM PL	CORE	65	1	8.5%	4.5%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	35	1	4.6%	4.5%
	Denim Margarita Skirt	DENIM	DENIM	26	1	3.4%	4.5%
WwWovenShirts	Emi Shirt	WHITE PL	WARLI	52	1	6.8%	4.5%
WwKnitwCardi	Colourblock Cardigan	MID TAN	FREE BIRD	43	1	5.7%	4.5%
WwKnitwJumper	Shimmer Sequin Jumper	LIGHT TAN	MIDNIGHT G	39	1	5.1%	4.5%
WwJerseyTunic	Florence Jersey Tunic	BROWN MLT	FREE BIRD	35	1	4.6%	4.5%
WwWovenTops	Mixed Print Tunic	YELLOW MLT	FREE BIRD	33	1	4.3%	4.5%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	96	3	100.0%	100.0%
FLUID LINE	Total	35	1	36.4%	33.3%
	WwDressJersey	35	1	36.4%	33.3%
FREE BIRD	Total	35	1	36.4%	33.3%
	WwSkrtPlain	35	1	36.4%	33.3%
DENIM	Total	26	1	27.3%	33.3%
	WwSkrtPlain	26	1	27.3%	33.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	96	3	100.0%	100.0%
WwSkrtPlain	Margarita Cord Skirt	MID PINK	FREE BIRD	35	1	36.4%	33.3%
	Denim Margarita Skirt	DENIM	DENIM	26	1	27.3%	33.3%
WwDressJersey	Ives Dress	GREY MLT	FLUID LINE	35	1	36.4%	33.3%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,191	44	100.0%	100.0%
INDGO GRDN	Total	354	8	29.7%	18.2%
	WwJerseyTops	87	2	7.3%	4.5%
	WwDressWoven	61	1	5.1%	2.3%
	WwJerseyShirts	57	2	4.8%	4.5%
	WwDressJersey	55	1	4.6%	2.3%
	WwJerseySwts	50	1	4.2%	2.3%
	WwWovenShirts	43	1	3.6%	2.3%
STAY AT HM	Total	121	3	10.1%	6.8%
	WwJerseySwts	48	1	4.0%	2.3%
	WwBtmsPants	40	1	3.3%	2.3%
	WwBtmsTrs	33	1	2.8%	2.3%
TEE BAR D2	Total	114	6	9.6%	13.6%
	WwJerseyTops	114	6	9.6%	13.6%
PIETS GARD	Total	111	4	9.3%	9.1%
	WwWovenTops	39	1	3.3%	2.3%
	WwJerseyShirts	30	1	2.6%	2.3%
	WwJerseyTops	26	1	2.2%	2.3%
	WwSkrtPlain	16	1	1.3%	2.3%
KNIT SHOP	Total	111	3	9.3%	6.8%
	WwKnitwCardi	72	2	6.0%	4.5%
	WwKnitwJumper	39	1	3.3%	2.3%
CORE	Total	90	4	7.5%	9.1%
	WwJerseyTops	90	4	7.5%	9.1%
ESSENTIALS	Total	52	1	4.3%	2.3%
	WwBtmsTrs	52	1	4.3%	2.3%
MIDNIGHT G	Total	40	2	3.4%	4.5%
	WwKnitwCardi	23	1	1.9%	2.3%
	WwWovenTunic	17	1	1.5%	2.3%
ANIMAL T	Total	39	2	3.3%	4.5%
	WwSgvSgv	39	2	3.3%	4.5%
TEE BAR	Total	39	2	3.3%	4.5%
	WwJerseyTops	39	2	3.3%	4.5%
CINNAMON T	Total	38	2	3.2%	4.5%
	WwJerseyTops	38	2	3.2%	4.5%
KIDS D3	Total	26	1	2.2%	2.3%
	WwSgvSgv	26	1	2.2%	2.3%
FLUID LINE	Total	20	1	1.7%	2.3%
	WwJerseyTops	23	1	2.0%	2.3%
	WwWovenTops	16	1	1.4%	2.3%
	WwJerseyTunic	(20)	-1	(1.6%)	(2.3%)
SPOT CAT	Total	19	2	1.6%	4.5%
	WwSgvSgv	19	2	1.6%	4.5%
FANTASY F	Total	17	1	1.4%	2.3%
	WwSgvSgv	17	1	1.4%	2.3%
LOST PARIS	Total	10	1	0.8%	2.3%
	WwSgvSgv	10	1	0.8%	2.3%
UNDERWEAR	Total	8	2	0.7%	4.5%
	WwIntimUw	8	2	0.7%	4.5%
ORIENTAL L	Total	(17)	-1	(1.4%)	(2.3%)
	WwIntimNightw	(17)	-1	(1.4%)	(2.3%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,191	44	100.0%	100.0%
WwJerseyTops	Geo Embroidered Tee	BLUE MLT	INDGO GRDN	87	2	7.3%	4.5%
	Voyage Jersey Vest	FR NAVY	TEE BAR D2	38	2	3.2%	4.5%
		LGT ORANGE	TEE BAR D2	16	1	1.4%	2.3%
	Cassie Crew Organic Tee	MID RED	CORE	35	2	2.9%	4.5%
		TAN PR	FLUID LINE	17	1	1.5%	2.3%
	Neo Tee	BLUE MLT	TEE BAR D2	40	2	3.3%	4.5%
	Veronica Tee	NAT WHITE	TEE BAR	19	1	1.6%	2.3%
		MID PINK	TEE BAR	19	1	1.6%	2.3%
	Belle Broderie Cuff Tee	BRIL WHITE	CORE	33	1	2.8%	2.3%
	Cosy Jersey Top	DUS BLUE	PIETS GARD	26	1	2.2%	2.3%
	Joan Jersey Shirt	BLUE MLT	CINNAMON T	26	1	2.2%	2.3%
	Poppy Frill Neck Organic Tee	NAT WHITE	CORE	22	1	1.8%	2.3%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	20	1	1.7%	2.3%
	Mirtha Jacquard Jersey Top	GREY MLT	FLUID LINE	16	1	1.4%	2.3%
	Jossy Jersey Shirt	DK YELLOW	CINNAMON T	12	1	1.0%	2.3%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	(10)	-1	(0.9%)	(2.3%)
WwSgvSgv	Parrots Jersey Jumpsuit	ALOHA T PR	KIDS D3	26	1	2.2%	2.3%
	Souvenir Stripe Jumper	GREEN MLT	ANIMAL T	23	1	1.9%	2.3%
	Milla Elevated Woven Tee	MID PLUM	FANTASY F	17	1	1.4%	2.3%
	Colourblock Henry Henley Tee	DK CLARET	ANIMAL T	16	1	1.4%	2.3%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	14	1	1.2%	2.3%
	Sofia Frill Jersey Tee	DARK NAVY	LOST PARIS	10	1	0.8%	2.3%
	Kids 3 Pack Scrunchies	GREEN MLT	SPOT CAT	5	1	0.4%	2.3%
WwJerseySwts	Sally Sweat	BLUE MLT	INDGO GRDN	50	1	4.2%	2.3%
	Cowl Neck LS Sweat	LGT YELLOW	STAY AT HM	48	1	4.0%	2.3%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	36	1	3.1%	2.3%
		LGT PURPLE	KNIT SHOP	36	1	3.0%	2.3%
	Lucinda Fluffy V neck Cardi	DK ORANGE	MIDNIGHT G	23	1	1.9%	2.3%
WwJerseyShirts	LS Painting Jersey Shirt	NAVY MULTI	PIETS GARD	30	1	2.6%	2.3%
	Summer Jersey Woven Mix Shirt	NAVY MULTI	INDGO GRDN	30	1	2.5%	2.3%
	Penny Pocket Jersey Shirt	MID BLUE	INDGO GRDN	28	1	2.3%	2.3%
WwBtmsTrs	Sussex Stretch Trousers	DARK NAVY	ESSENTIALS	52	1	4.3%	2.3%
	Maison Jogger	GREY MARL	STAY AT HM	33	1	2.8%	2.3%
WwDressWoven	Debbie Linen Dungaree	LGT BLUE	INDGO GRDN	61	1	5.1%	2.3%
WwWovenTops	Kate Top	PINK MLT	PIETS GARD	39	1	3.3%	2.3%
	Maia Top	BRT RED	FLUID LINE	16	1	1.4%	2.3%
WwDressJersey	Emily Fairtrade Jersey Dress	RED MLT	INDGO GRDN	55	1	4.6%	2.3%
WwWovenShirts	Basil Shirt	IVORY MLT	INDGO GRDN	43	1	3.6%	2.3%
WwBtmsPants	HEART PRINT JOGGER	CHARC GREY	STAY AT HM	40	1	3.3%	2.3%
WwKnitwJumper	Olivia Colourblock Jumper	TAN MULTI	KNIT SHOP	39	1	3.3%	2.3%
WwWovenTunic	Aloirie Tunic	BLK MLT	MIDNIGHT G	17	1	1.5%	2.3%
WwSkrtPlain	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	16	1	1.3%	2.3%
WwIntimJw	Ellie Love Knicker	IVORY	UNDERWEAR	4	1	0.4%	2.3%
	Poppy Pretty Shortie	OCEAN	UNDERWEAR	4	1	0.4%	2.3%
WwIntimNightw	Skylar Woven PJ Shirt	ORANGE MLT	ORIENTAL L	(17)	-1	(1.4%)	(2.3%)
WwJerseyTunic	Drop Waist Tunic	PURPLE MLT	FLUID LINE	(20)	-1	(1.6%)	(2.3%)

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	181	6	100.0%	100.0%
INDGO GRDN	Total	61	1	33.5%	16.7%
	WwDressWoven	61	1	33.5%	16.7%
PIETS GARD	Total	42	2	22.9%	33.3%
	WwJerseyTops	26	1	14.3%	16.7%
	WwSkrtPlain	16	1	8.6%	16.7%
KNIT SHOP	Total	39	1	21.5%	16.7%
	WwKnitwJumper	39	1	21.5%	16.7%
ANIMAL T	Total	23	1	12.4%	16.7%
	WwSgvSgv	23	1	12.4%	16.7%
CORE	Total	17	1	9.6%	16.7%
	WwJerseyTops	17	1	9.6%	16.7%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	181	6	100.0%	100.0%
WwDressWoven	Debbie Linen Dungaree	LGT BLUE	INDGO GRDN	61	1	33.5%	16.7%
WwJerseyTops	Cosy Jersey Top	DUS BLUE	PIETS GARD	26	1	14.3%	16.7%
	Cassie Crew Organic Tee	MID RED	CORE	17	1	9.6%	16.7%
WwKnitwJumper	Olivia Colourblock Jumper	TAN MULTI	KNIT SHOP	39	1	21.5%	16.7%
WwSgvSgv	Souvenir Stripe Jumper	GREEN MLT	ANIMAL T	23	1	12.4%	16.7%
WwSkrtPlain	Margarita Spot Cord Midi Skirt	MID TEAL	PIETS GARD	16	1	8.6%	16.7%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	48	1	100.0%	100.0%
INDGO GRDN	Total	43	1	90.9%	100.0%
	WwJerseyTops	43	1	90.9%	100.0%
PIETS GARD	Total	39	1	81.8%	100.0%
	WwJerseyTops	39	1	81.8%	100.0%
KNIT SHOP	Total	(35)	-1	(72.8%)	(100.0%)
	WwKnitwJumper	(35)	-1	(72.8%)	(100.0%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	48	1	100.0%	100.0%
WwJerseyTops	Geo Embroidered Tee	BLUE MLT	INDGO GRDN	43	1	90.9%	100.0%
	Emb Petal Top	MID TEAL	PIETS GARD	39	1	81.8%	100.0%
WwKnitwJumper	Festive Fox Jumper	MINT GN PR	KNIT SHOP	(35)	-1	(72.8%)	(100.0%)

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	43	1	100.0%	100.0%
INDGO GRDN	Total	43	1	100.0%	100.0%
	WwJerseyTops	43	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	43	1	100.0%	100.0%
WwJerseyTops	Geo Embroidered Tee	BLUE MLT	INDGO GRDN	43	1	100.0%	100.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	165	6	100.0%	100.0%
PIETS GARD	Total	58	2	35.5%	33.3%
	WwJerseyTops	65	2	39.6%	33.3%
	WwJerseyShirts	23	1	13.7%	16.7%
	WwSkrtPatt	(29)	-1	(17.8%)	(16.7%)
BOTANICAL	Total	38	1	23.3%	16.7%
	WwJerseyShirts	38	1	23.3%	16.7%
OUTERWEAR	Total	35	1	21.1%	16.7%
	WwOutwCoat	35	1	21.1%	16.7%
TEE BAR	Total	27	1	16.3%	16.7%
	WwJerseyTops	27	1	16.3%	16.7%
FLUID LINE	Total	26	1	15.8%	16.7%
	WwJerseyShirts	26	1	15.8%	16.7%
FANTASY F	Total	23	1	13.7%	16.7%
	WwSgvSgv	23	1	13.7%	16.7%
ESSENTIALS	Total	(42)	-1	(25.7%)	(16.7%)
	WwSkrtPlain	(42)	-1	(25.7%)	(16.7%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	165	6	100.0%	100.0%
WwJerseyTops	Emb Petal Top	MID TEAL	PIETS GARD	39	1	23.8%	16.7%
	Veronica Tee	NAVY MULTI	TEE BAR	27	1	16.3%	16.7%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	15.8%	16.7%
WwJerseyShirts	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	38	1	23.3%	16.7%
	Elm Jersey Shirt	PURPLE MLT	FLUID LINE	26	1	15.8%	16.7%
	Crocus Jersey Top	NAVY MULTI	PIETS GARD	23	1	13.7%	16.7%
WwOutwCoat	Soho Jersey Blazer	DARK NAVY	OUTERWEAR	35	1	21.1%	16.7%
WwSgvSgv	Clara Colourblock Cardigan	BLUE MLT	FANTASY F	23	1	13.7%	16.7%
WwSkrtPatt	Canterbury Organic Cord Skirt	MID GREY	PIETS GARD	(29)	-1	(17.8%)	(16.7%)
WwSkrtPlain	Canterbury Denim Skirt	DK DENIM	ESSENTIALS	(42)	-1	(25.7%)	(16.7%)

STORY ANALYSIS YESTERDAY

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STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	392	9	100.0%	100.0%
BOTANICAL	Total	125	2	31.8%	22.2%
	WwDressWoven	77	1	19.6%	11.1%
	WwWovenShirts	48	1	12.2%	11.1%
KNIT SHOP	Total	94	2	24.1%	22.2%
	WwKnitwCardi	90	2	23.0%	22.2%
	WwKnitwJumper	4		1.1%	n/a%
ESSENTIALS	Total	52	1	13.3%	11.1%
	WwBtmsJean	52	1	13.3%	11.1%
UTILITY	Total	43	1	11.1%	11.1%
	WwJerseyShirts	43	1	11.1%	11.1%
TEE BAR D2	Total	43	2	10.9%	22.2%
	WwJerseyTops	43	2	10.9%	22.2%
TEE BAR	Total	35	1	8.9%	11.1%
	WwJerseyTops	35	1	8.9%	11.1%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	392	9	100.0%	100.0%
WwKnitwCardi	Lola Crew Neck Cardi	FR NAVY	KNIT SHOP	47	1	11.9%	11.1%
		NAVY MULTI	KNIT SHOP	43	1	11.1%	11.1%
WwJerseyTops	Nelly Notch Neck Tee	MID YELLOW	TEE BAR D2	43	2	10.9%	22.2%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	35	1	8.9%	11.1%
WwDressWoven	Eta Dress	NAVY MULTI	BOTANICAL	77	1	19.6%	11.1%
WwBtmsJean	Straight Crop Jean	MID DENIM	ESSENTIALS	52	1	13.3%	11.1%
	Relaxed Slim Jeans	MID DENIM	ESSENTIALS	n/a		n/a%	n/a%
WwWovenShirts	Blue Skys Organic Shirt	BLUE MLT	BOTANICAL	48	1	12.2%	11.1%
WwJerseyShirts	Painting Shirt	PINK MLT	UTILITY	43	1	11.1%	11.1%
WwKnitwJumper	Orla Organic Ribbed Sweater	NAT MLT	KNIT SHOP	56	1	14.4%	11.1%
	Olivia Jumper	LGT GREY	KNIT SHOP	(52)	-1	(13.3%)	(11.1%)

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	47	1	100.0%	100.0%
KNIT SHOP	Total	47	1	100.0%	100.0%
	WwKnitwCardi	47	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	47	1	100.0%	100.0%
WwKnitwCardi	Lola Crew Neck Cardi	FR NAVY	KNIT SHOP	47	1	100.0%	100.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	574	11	100.0%	100.0%
BOTANICAL	Total	118	2	20.5%	18.2%
	WwKnitwJumper	65	1	11.4%	9.1%
	WwWovenTops	52	1	9.1%	9.1%
KNIT SHOP	Total	94	2	16.3%	18.2%
	WwKnitwJumper	49	1	8.5%	9.1%
	WwKnitwCardi	45	1	7.8%	9.1%
CORE	Total	65	1	11.4%	9.1%
	WwBtmsTrs	65	1	11.4%	9.1%
BEAUT CITY	Total	61	1	10.6%	9.1%
	WwSkrtPlain	61	1	10.6%	9.1%
INDGO GRDN	Total	56	1	9.8%	9.1%
	WwSkrtPatt	56	1	9.8%	9.1%
OUTERWEAR	Total	56	1	9.8%	9.1%
	WwOutwCoat	56	1	9.8%	9.1%
FREE BIRD	Total	53	1	9.3%	9.1%
	WwKnitwJumper	53	1	9.3%	9.1%
STUDIO	Total	52	1	9.1%	9.1%
	WwWovenShirts	52	1	9.1%	9.1%
TEE BAR D2	Total	18	1	3.2%	9.1%
	WwJerseyTops	18	1	3.2%	9.1%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	574	11	100.0%	100.0%
WwKnitwJumper	Cecily Jumper	BLUE MLT	BOTANICAL	65	1	11.4%	9.1%
	Multi Stripe Jumper	PINK MLT	FREE BIRD	53	1	9.3%	9.1%
	Olivia Jumper	LGT GREY	KNIT SHOP	49	1	8.5%	9.1%
WwBtmsTrs	Maison Linen Trouser	DENIM BLUE	CORE	65	1	11.4%	9.1%
WwSkrtPlain	Romy Denim Skirt	DK DENIM	BEAUT CITY	61	1	10.6%	9.1%
WwOutwCoat	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	56	1	9.8%	9.1%
WwSkrtPatt	Abberford Jersey Maxi Skirt	BLUE MLT	INDGO GRDN	56	1	9.8%	9.1%
WwWovenTops	Myla Top	YELLOW MLT	BOTANICAL	52	1	9.1%	9.1%
WwWovenShirts	Emily Embroidered Shirt	WHITE PL	STUDIO	52	1	9.1%	9.1%
WwKnitwCardi	Lola Crew Neck Cardi	FR NAVY	KNIT SHOP	45	1	7.8%	9.1%
WwJerseyTops	Nelly Notch Neck Tee	MID YELLOW	TEE BAR D2	18	1	3.2%	9.1%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	45	1	100.0%	100.0%
KNIT SHOP	Total	45	1	100.0%	100.0%
	WwKnitwCardi	45	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	45	1	100.0%	100.0%
WwKnitwCardi	Lola Crew Neck Cardi	FR NAVY	KNIT SHOP	45	1	100.0%	100.0%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,176	30	100.0%	100.0%
PIETS GARD	Total	248	7	21.1%	23.3%
	WwKnitwJumper	96	2	8.1%	6.7%
	WwJerseyTops	52	2	4.4%	6.7%
	WwDressWoven	39	1	3.3%	3.3%
	WwSkrtPlain	39	1	3.3%	3.3%
	WwJerseyShirts	23	1	1.9%	3.3%
ESSENTIALS	Total	174	3	14.8%	10.0%
	WwBtmsJean	104	2	8.9%	6.7%
	WwBtmsTrs	70	1	5.9%	3.3%
FREE BIRD	Total	170	5	14.5%	16.7%
	WwWovenTops	69	2	5.9%	6.7%
	WwKnitwCardi	43	1	3.7%	3.3%
	WwSkrtPlain	35	1	3.0%	3.3%
	WwJerseyShirts	23	1	1.9%	3.3%
INDGO GRDN	Total	130	2	11.1%	6.7%
	WwDressJersey	130	2	11.1%	6.7%
KNIT SHOP	Total	100	2	8.5%	6.7%
	WwKnitwJumper	52	1	4.4%	3.3%
	WwKnitwCardi	48	1	4.1%	3.3%
TEE BAR D2	Total	71	3	6.1%	10.0%
	WwJerseyTops	71	3	6.1%	10.0%
WARLI	Total	52	1	4.4%	3.3%
	WwWovenShirts	52	1	4.4%	3.3%
FLUID LINE	Total	52	2	4.4%	6.7%
	WwKnitwJumper	26	1	2.2%	3.3%
	WwWovenTops	26	1	2.2%	3.3%
BOTANICAL	Total	43	1	3.7%	3.3%
	WwJerseyShirts	43	1	3.7%	3.3%
MIDNIGHT G	Total	39	1	3.3%	3.3%
	WwWovenTunic	39	1	3.3%	3.3%
CORE	Total	35	1	3.0%	3.3%
	WwWovenShirts	52	1	4.4%	3.3%
	WwJerseyShirts	22	1	1.8%	3.3%
	WwJerseyTops	(39)	-1	(3.3%)	(3.3%)
TEE BAR	Total	34	1	2.9%	3.3%
	WwJerseyTops	34	1	2.9%	3.3%
BEAUT CITY	Total	26	1	2.2%	3.3%
	WwBtmsJean	26	1	2.2%	3.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,176	30	100.0%	100.0%
WwKnitwJumper	Piets Garden Stitch Mix Jumper	MID GREY	PIETS GARD	96	2	8.1%	6.7%
	Olivia Jumper	LGT GREY	KNIT SHOP	52	1	4.4%	3.3%
	Urban Crew Neck Jumper	MID RED	FLUID LINE	26	1	2.2%	3.3%
WwDressJersey	Emily Fairtrade Jersey Dress	RED MLT	INDGO GRDN	130	2	11.1%	6.7%
WwBtrmsJean	Straight Crop Jean	WHITE	ESSENTIALS	52	1	4.4%	3.3%
	Straight Stripe Crop Jean	PINK STR	ESSENTIALS	52	1	4.4%	3.3%
	Skye Twill Straight 7/8 Jean	LGT BROWN	BEAUT CITY	26	1	2.2%	3.3%
WwJerseyTops	Nelly Notch Neck Tee	MID YELLOW	TEE BAR D2	45	2	3.8%	6.7%
		PINK MLT	TEE BAR D2	26	1	2.2%	3.3%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	52	2	4.4%	6.7%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	34	1	2.9%	3.3%
	Embroidered Tie Hem Tee	NAT WHITE	CORE	(39)	-1	(3.3%)	(3.3%)
WwJerseyShirts	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	3.7%	3.3%
	Crocus Jersey Top	NAVY MULTI	PIETS GARD	23	1	1.9%	3.3%
	Park Jersey Shirt	PINK MLT	FREE BIRD	23	1	1.9%	3.3%
	Coastal Path Jersey Shirt	LAUND BLUE	CORE	22	1	1.8%	3.3%
WwWovenShirts	Emi Shirt	WHITE PL	WARLI	52	1	4.4%	3.3%
	Emma Organic Shirt	PALE IVORY	CORE	52	1	4.4%	3.3%
WwWovenTops	Mixed Print Tunic	YELLOW MLT	FREE BIRD	69	2	5.9%	6.7%
	Maia Top	LGT PURPLE	FLUID LINE	26	1	2.2%	3.3%
WwKnitwCardi	Lola Crew Neck Cardi	FR NAVY	KNIT SHOP	48	1	4.1%	3.3%
	Colourblock Cardigan	MID TAN	FREE BIRD	43	1	3.7%	3.3%
WwSkrtPlain	Cardamom Mini Wool Skirt	DARK NAVY	PIETS GARD	39	1	3.3%	3.3%
	Margarita Cord Skirt	MID PINK	FREE BIRD	35	1	3.0%	3.3%
WwBtrmsTrs	Sussex Stretch Trousers	PURE BLK	ESSENTIALS	70	1	5.9%	3.3%
WwDressWoven	Rua Shirt Dress	NAVY MULTI	PIETS GARD	39	1	3.3%	3.3%
WwWovenTunic	Aloirie Tunic	BLK MLT	MIDNIGHT G	39	1	3.3%	3.3%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	262	5	100.0%	100.0%
ESSENTIALS	Total	70	1	26.6%	20.0%
	WwBtmsTrs	70	1	26.6%	20.0%
INDGO GRDN	Total	65	1	24.9%	20.0%
	WwDressJersey	65	1	24.9%	20.0%
WARLI	Total	52	1	19.9%	20.0%
	WwWovenShirts	52	1	19.9%	20.0%
PIETS GARD	Total	48	1	18.3%	20.0%
	WwKnitwJumper	48	1	18.3%	20.0%
BOTANICAL	Total	43	1	16.6%	20.0%
	WwJerseyShirts	43	1	16.6%	20.0%
FREE BIRD	Total	23	1	8.6%	20.0%
	WwJerseyShirts	23	1	8.6%	20.0%
CORE	Total	(39)	-1	(14.9%)	(20.0%)
	WwJerseyTops	(39)	-1	(14.9%)	(20.0%)

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	262	5	100.0%	100.0%
WwBtmsTrs	Sussex Stretch Trousers	PURE BLK	ESSENTIALS	70	1	26.6%	20.0%
WwJerseyShirts	Pocket Jersey Shirt	NAVY MULTI	BOTANICAL	43	1	16.6%	20.0%
	Park Jersey Shirt	PINK MLT	FREE BIRD	23	1	8.6%	20.0%
WwDressJersey	Emily Fairtrade Jersey Dress	RED MLT	INDGO GRDN	65	1	24.9%	20.0%
WwWovenShirts	Emi Shirt	WHITE PL	WARLI	52	1	19.9%	20.0%
WwKnitwJumper	Piets Garden Stitch Mix Jumper	MID GREY	PIETS GARD	48	1	18.3%	20.0%
WwJerseyTops	Embroidered Tie Hem Tee	NAT WHITE	CORE	(39)	-1	(14.9%)	(20.0%)

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	1,728	74	100.0%	100.0%
KNIT SHOP	Total	274	7	15.8%	9.5%
	WwKnitwCardi	151	4	8.7%	5.4%
	WwKnitwJumper	123	3	7.1%	4.1%
KIDS D3	Total	170	14	9.8%	18.9%
	WwSgvSgv	170	14	9.8%	18.9%
CORE	Total	143	5	8.3%	6.8%
	WwJerseyTops	65	3	3.8%	4.1%
	WwDressWoven	56	1	3.3%	1.4%
	WwJerseyShirts	46	1	2.7%	1.4%
	WwBtmsPants	15	1	0.8%	1.4%
	WwWovenShirts	(39)	-1	(2.3%)	(1.4%)
PIETS GARD	Total	133	4	7.7%	5.4%
	WwKnitwJumper	102	3	5.9%	4.1%
	WwJerseyTops	31	1	1.8%	1.4%
INDGO GRDN	Total	123	3	7.1%	4.1%
	WwJerseyTops	67	2	3.9%	2.7%
	WwJerseySwts	56	1	3.3%	1.4%
FREE BIRD	Total	110	4	6.4%	5.4%
	WwJerseyShirts	45	2	2.6%	2.7%
	WwDressJersey	35	1	2.0%	1.4%
	WwBtmsTrs	30	1	1.8%	1.4%
OUTERWEAR	Total	106	2	6.2%	2.7%
	WwOutwCoat	106	2	6.2%	2.7%
TEE BAR D2	Total	98	4	5.7%	5.4%
	WwJerseyTops	98	4	5.7%	5.4%
SPOT CAT	Total	97	6	5.6%	8.1%
	WwSgvSgv	97	6	5.6%	8.1%
FLUID LINE	Total	78	5	4.5%	6.8%
	WwJerseyTops	44	3	2.6%	4.1%
	WwWovenShirts	17	1	1.0%	1.4%
	WwWovenTops	16	1	1.0%	1.4%
KIDS D1	Total	68	3	3.9%	4.1%
	WwSgvSgv	68	3	3.9%	4.1%
FANTASY F	Total	49	3	2.8%	4.1%
	WwSgvSgv	49	3	2.8%	4.1%
KIDS D2	Total	43	3	2.5%	4.1%
	WwSgvSgv	43	3	2.5%	4.1%
KIDS TRANS	Total	42	3	2.4%	4.1%
	WwSgvSgv	42	3	2.4%	4.1%
ESSENTIALS	Total	41	1	2.3%	1.4%
	WwBtmsJean	41	1	2.3%	1.4%
STAY AT HM	Total	37	1	2.2%	1.4%
	WwBtmsPants	37	1	2.2%	1.4%
BEAUT CITY	Total	35	1	2.0%	1.4%
	WwWovenTops	35	1	2.0%	1.4%
CINNAMON T	Total	35	2	2.0%	2.7%
	WwWovenShirts	35	2	2.0%	2.7%
MADAGASCAR	Total	33	1	1.9%	1.4%
	WwJerseyTops	33	1	1.9%	1.4%
LOST PARIS	Total	10	1	0.6%	1.4%
	WwSgvSgv	10	1	0.6%	1.4%
KIDS S&B	Total	5	1	0.3%	1.4%
	WwSgvSgv	5	1	0.3%	1.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	1,728	74	100.0%	100.0%
WwSgvSgv	Milly Waterproof Mac	CLASSIC NA	KIDS D1	45	2	2.6%	2.7%
	Mini Cherry 2 Pack Stripe Tees	PINK STR	KIDS D2	35	2	2.0%	2.7%
	Spot The Cat Jersey Skirt	PINK MLT	SPOT CAT	28	2	1.6%	2.7%
	Molly Mixed Stripe Jersey Tee	TEAL MLT	SPOT CAT	24	2	1.4%	2.7%
	Botanical Shirt	BLUE PR	KIDS D3	23	1	1.3%	1.4%
	Rainy Day Mac	GH GREEN	KIDS D1	23	1	1.3%	1.4%
	Shooting Stars Tulle Skirt	DUS PINK	SPOT CAT	23	1	1.3%	1.4%
	Spot The Cat Jersey Sweat	NAVY MULTI	SPOT CAT	22	1	1.3%	1.4%
	Shimmer Sparkle Skirt	ECRU MULTI	KIDS D3	21	1	1.2%	1.4%
	Parrots Jersey Jumpsuit	ALOHA T PR	KIDS D3	20	1	1.2%	1.4%
	Magical Beast Jersey Tee	LGT NAT	FANTASY F	18	1	1.0%	1.4%
	Clara Cord 2 in 1 Pinafore	MID PLUM	FANTASY F	17	1	1.0%	1.4%
	Summer Spot Jersey Playsuit	NAVY	KIDS D3	17	1	1.0%	1.4%
	Fun In The Sun Jersey Vest	TR GREEN	KIDS D3	17	2	1.0%	2.7%
	Lila Short Sleeve Jersey Tee	CORAL	KIDS D3	17	2	1.0%	2.7%
	Peter Polo Striped Tee	WASHED BL	KIDS D3	8	1	0.5%	1.4%
		WSHD PK ST	KIDS D3	8	1	0.5%	1.4%
	Peter Polo Tee	BR GRN PL	KIDS D3	17	2	1.0%	2.7%
	Peter Print Polo Tee	CLASSIC NA	KIDS D2	8	1	0.5%	1.4%
		WASHED RED	KIDS D3	8	1	0.5%	1.4%
	Party Parrot Jersey Tee	MG WHITE	KIDS D3	15	1	0.9%	1.4%
	Bike Embroidered Trouser	FIELD GRN	KIDS TRANS	14	1	0.8%	1.4%
	Hazel Jegging Jean	DENIM	KIDS TRANS	14	1	0.8%	1.4%
	Little Legs 2 Pack Leggings	TEAL MLT	FANTASY F	14	1	0.8%	1.4%
	Spot Dot Denim Skirt	DENIM	KIDS TRANS	14	1	0.8%	1.4%
	Sofia Frill Jersey Tee	DEEP PINK	LOST PARIS	10	1	0.6%	1.4%
	Kids Scrunchie 2 Pack	BLUE MULTI	KIDS S&B	5	1	0.3%	1.4%
WwJerseyTops	Geo Embroidered Tee	ORANGE MLT	INDGO GRDN	33	1	1.9%	1.4%
		BLUE MLT	INDGO GRDN	33	1	1.9%	1.4%
	Neo Tee	BLUE MLT	TEE BAR D2	45	2	2.6%	2.7%
	Poppy Frill Neck Organic Tee	PINK MLT	PIETS GARD	23	1	1.3%	1.4%
		MID BLUE	CORE	16	1	1.0%	1.4%
	Emb Petal Tank Vest	WHITE	MADAGASCAR	33	1	1.9%	1.4%
	Petunia Pocket Tee	MID GREEN	TEE BAR D2	30	1	1.8%	1.4%
	PUFF SLEEVE TOP	RED MLT	FLUID LINE	28	2	1.6%	2.7%
	Belle Broderie Vest	BRIL WHITE	CORE	27	1	1.5%	1.4%
	Effie Embroidered Tee	TEAL MLT	PIETS GARD	26	1	1.5%	1.4%
	Nelly Notch Neck Tee	PINK MLT	TEE BAR D2	22	1	1.3%	1.4%
	Cassie Crew Organic Tee	WASHED BLK	CORE	22	1	1.3%	1.4%
	Mirtha Jacquard Jersey Top	GREY MLT	FLUID LINE	16	1	1.0%	1.4%
	Joan Jersey Shirt	NAT MLT	PIETS GARD	(17)	-1	(1.0%)	(1.4%)
WwKnitwJumper	Natasha Jumper	LGT YELLOW	KNIT SHOP	43	1	2.5%	1.4%
		LGT PINK	KNIT SHOP	41	1	2.4%	1.4%
		LGT BLUE	KNIT SHOP	39	1	2.2%	1.4%
	Olivia Stripe Jumper	MID TAN	PIETS GARD	69	2	4.0%	2.7%
	Karina Jumper	MID GREEN	PIETS GARD	32	1	1.9%	1.4%
WwKnitwCardi	Lola Crew Neck Cardi	MID GREEN	KNIT SHOP	72	2	4.1%	2.7%
		BLUE MLT	KNIT SHOP	43	1	2.5%	1.4%
		MID CORAL	KNIT SHOP	36	1	2.1%	1.4%
WwOutwCoat	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	56	1	3.3%	1.4%
	Betsy Denim Jacket	MID DENIM	OUTERWEAR	50	1	2.9%	1.4%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
WwJerseyShirts	Broderie Jersey Shirt	LGT BLUE	CORE	46	1	2.7%	1.4%
	Della Jersey Top	YELLOW MLT	FREE BIRD	23	1	1.3%	1.4%
	Park Jersey Shirt	PINK MLT	FREE BIRD	23	1	1.3%	1.4%
WwDressWoven	Lothbury Denim Pinafore Dress	MID DENIM	CORE	56	1	3.3%	1.4%
WwJerseySwts	Sally Sweat	BLUE MLT	INDGO GRDN	56	1	3.3%	1.4%
WwBtmsPants	JERSEY JOGGER	CHARC GREY	STAY AT HM	37	1	2.2%	1.4%
	Jumping Lil Crop Leggings	WHITE	CORE	15	1	0.8%	1.4%
WwWovenTops	Daily Embroidered Top	BLUE MLT	BEAUT CITY	35	1	2.0%	1.4%
	Maia Top	BRT RED	FLUID LINE	16	1	1.0%	1.4%
WwBtmsJean	Isla Cropped Jegging	LGT BLUE	ESSENTIALS	41	1	2.3%	1.4%
WwDressJersey	Sail Away Dress	BROWN MLT	FREE BIRD	35	1	2.0%	1.4%
WwBtmsTrs	Cord Utility Trouser	MID PINK	FREE BIRD	30	1	1.8%	1.4%
WwWovenShirts	Della Shirt	PINK MLT	CINNAMON T	35	2	2.0%	2.7%
	Isabella Shirt	LGT PURPLE	FLUID LINE	17	1	1.0%	1.4%
	Emily Embroidered Shirt	PALE IVORY	CORE	(39)	-1	(2.3%)	(1.4%)

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	184	8	100.0%	100.0%
OUTERWEAR	Total	56	1	30.6%	12.5%
	WwOutwCoat	56	1	30.6%	12.5%
KIDS D1	Total	45	2	24.5%	25.0%
	WwSgvSgv	45	2	24.5%	25.0%
FLUID LINE	Total	33	2	17.9%	25.0%
	WwJerseyTops	16	1	8.9%	12.5%
	WwWovenTops	16	1	8.9%	12.5%
FREE BIRD	Total	23	1	12.2%	12.5%
	WwJerseyShirts	23	1	12.2%	12.5%
KIDS D3	Total	23	1	12.2%	12.5%
	WwSgvSgv	23	1	12.2%	12.5%
KIDS S&B	Total	5	1	2.5%	12.5%
	WwSgvSgv	5	1	2.5%	12.5%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	184	8	100.0%	100.0%
WwSgvSgv	Botanical Shirt	BLUE PR	KIDS D3	23	1	12.2%	12.5%
	Milly Waterproof Mac	CLASSIC NA	KIDS D1	23	1	12.2%	12.5%
	Rainy Day Mac	GH GREEN	KIDS D1	23	1	12.2%	12.5%
	Kids Scrunchie 2 Pack	BLUE MULTI	KIDS S&B	5	1	2.5%	12.5%
WwOutwCoat	Slouchy Denim Utility Jacket	MID DENIM	OUTERWEAR	56	1	30.6%	12.5%
WwJerseyShirts	Park Jersey Shirt	PINK MLT	FREE BIRD	23	1	12.2%	12.5%
WwJerseyTops	Mirtha Jacquard Jersey Top	GREY MLT	FLUID LINE	16	1	8.9%	12.5%
WwWovenTops	Maia Top	BRT RED	FLUID LINE	16	1	8.9%	12.5%

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	592	12	100.0%	100.0%
KNIT SHOP	Total	208	4	35.1%	33.3%
	WwKnitwJumper	109	2	18.4%	16.7%
	WwKnitwCardi	99	2	16.7%	16.7%
UTILITY	Total	100	2	16.9%	16.7%
	WwDressJersey	56	1	9.5%	8.3%
	WwJerseyShirts	43	1	7.3%	8.3%
TEE BAR	Total	65	2	10.9%	16.7%
	WwJerseyTops	65	2	10.9%	16.7%
FREE BIRD	Total	59	1	10.0%	8.3%
	WwWovenTops	59	1	10.0%	8.3%
BOTANICAL	Total	56	1	9.5%	8.3%
	WwKnitwJumper	56	1	9.5%	8.3%
ESSENTIALS	Total	52	1	8.8%	8.3%
	WwSkrtPatt	52	1	8.8%	8.3%
MADAGASCAR	Total	52	1	8.8%	8.3%
	WwKnitwCardi	52	1	8.8%	8.3%

Item L3 Desc	Item Desc	Item Colour Colour Code	STORY	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	Total	Total	592	12	100.0%	100.0%
WwKnitwJumper	Olivia Colourblock Jumper	BLUE MLT	BOTANICAL	56	1	9.5%	8.3%
		TAN MULTI	KNIT SHOP	53	1	8.9%	8.3%
	Orla Organic Ribbed Sweater	BLUE MLT	KNIT SHOP	56	1	9.5%	8.3%
WwKnitwCardi	Lola Crew Neck Cardi	NAVY MULTI	KNIT SHOP	51	1	8.6%	8.3%
		MID CORAL	KNIT SHOP	48	1	8.1%	8.3%
	Ocean Cardi	LGT BLUE	MADAGASCAR	52	1	8.8%	8.3%
WwJerseyTops	Dulcy Dropped Shoulder Tee	NAVY MULTI	TEE BAR	32	1	5.5%	8.3%
	Petunia Pocket Tee	BLUE MLT	TEE BAR	32	1	5.5%	8.3%
WwWovenTops	Mixed Print Tunic	YELLOW MLT	FREE BIRD	59	1	10.0%	8.3%
WwDressJersey	Esther Eco Vero Dress	GREEN MLT	UTILITY	56	1	9.5%	8.3%
WwSkrtPatt	Camilla Denim Skirt	MID DENIM	ESSENTIALS	52	1	8.8%	8.3%
WwJerseyShirts	Fenella Shirt	PINK MLT	UTILITY	43	1	7.3%	8.3%

STORY ANALYSIS YESTERDAY

STORY	Item L3 Desc	Sales £	Units	Cash Mix %	Unit Mix %
Total	Total	56	1	100.0%	100.0%
UTILITY	Total	56	1	100.0%	100.0%
	WwDressJersey	56	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	56	1	100.0%	100.0%
WwDressJersey	Esther Eco Vero Dress	GREEN MLT	UTILITY	56	1	100.0%	100.0%