# WEEKLY REPORT

Feb 24<sup>th</sup> – Mars 2<sup>nd</sup>

# **Monday Morning Meeting**

				Feb	24th - Mar 2nd							Year-to	-date			
						Growt	h vs.		Growth vs				Growth vs.		Budget	
(SEK '000)	Actual	Last Week	LY	2023	Budget(1) Last Week	LY	2023	Budget(1)	February	LY	2023	Budget(1)	LY	2023	Budget(1)	vs. LY
Online Gross Revenue	1,011	972	924	1,372	4.0%	9.4%	(26.3%)	n/m	64,099	72,935	58,248	-	(12.1%)	10.0%	-	-
Returns	62	92	53	51	(32.1%)	18.3%	23.1%	n/m	4,032	6,396	4,108	-	(37.0%)	(1.9%)	-	-
Return Rate %	6.2 %	9.4 %	5.7 %	3.7 %	(34.0%)	8.8%	67.6%	n/m	6.3%	8.8%	7.1%	-	(28.4%)	(11.3%)	-	-
Online Net Revenue	949	881	872	1,321	7.8%	8.9%	(28.2%)	n/m	60,068	66,539	54,140	-	(9.7%)	10.9%	-	-
Retail Concept Store	50	51	43	59	(3.1%)	14.0%	(16.1%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0	0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	50	51	43	59	(3.1%)	14.0%	(16.1%)	n/m	4,600	5,182	5,689	-	(11.2%)	(19.1%)	-	-
Wholesale Net Revenue	n/m	n/m	n/m	n/m	n/m	n/m	n/m	n/m	-	-	-	-	-	-	-	-
Total Net Revenue	999	932	915	1,380	7.2%	9.1%	(27.6%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	330	344	293	372	(4.1%)	12.6%	(11.3%)	n/m	14626	15391	12949	-	(5.0%)	13.0%	-	-
New customers	248	197	175	364	25.9%	41.7%	(31.9%)	n/m	14299	17574	17407	-	(18.6%)	(17.9%)	-	-
Marketing Spend	87	63	181	292	38.1%	(67.6%)	(79.8%)	n/m	10,681	15,938	11,938	-	(33.0%)	(10.5%)	-	-
Online Cost of Sale(3)	8.6%	6.5 %	19.6 %	21.3 %	32.3%	(70.4%)	(72.7%)	n/m	16.7%	21.9%	20.5%	-	(23.7%)	(18.7%)	-	-

<sup>(1)</sup> April onwards reflects Budget (constructed in Mar-23). Earlier months reflect New Case (constructed in Aug-22).

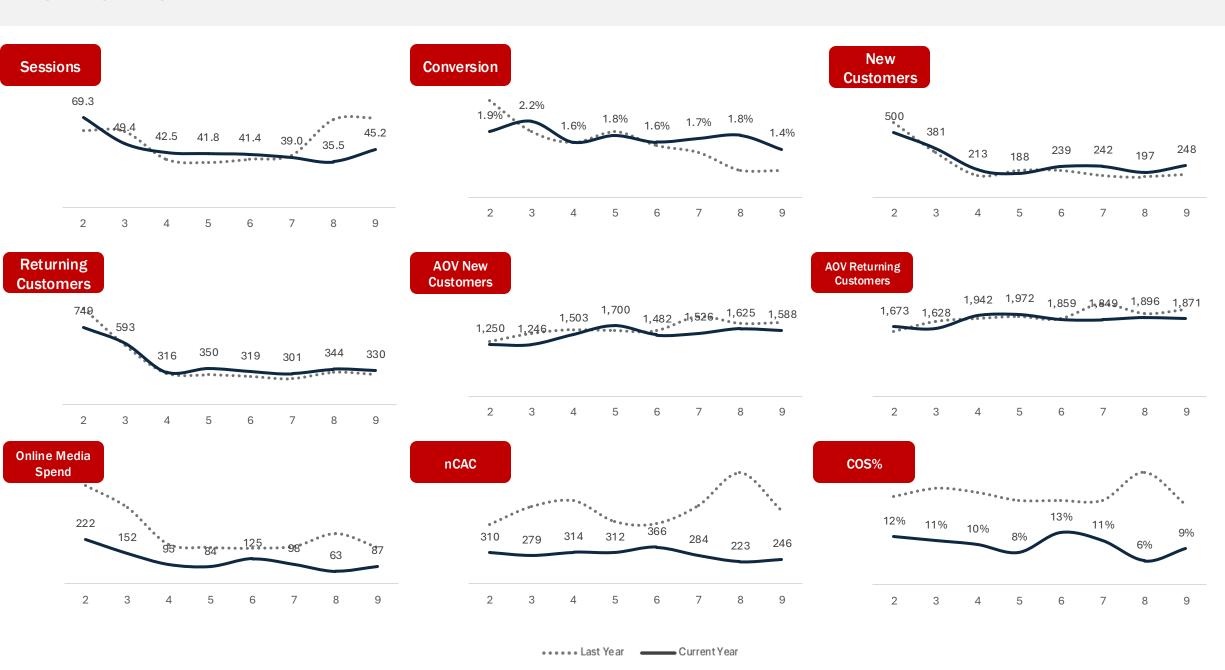
<sup>(2)</sup> Not meaningful as we do not budget WHS weekly.

<sup>(3)</sup> Not meaningful due to change in sales seasons.

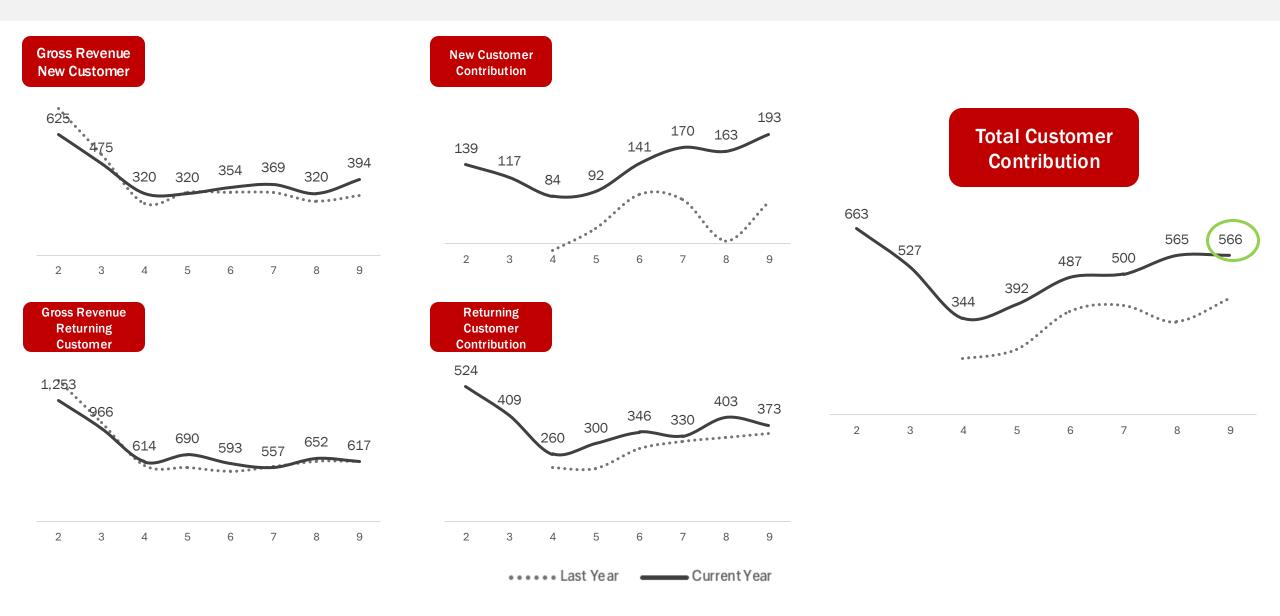
# **Top Markets**

(SEK '000)				Feb 3	rd - Feb 9	th							Y/Y	GROWTH S	%							;	SOB%				
Markets	2	3	4	5	6	7	8	9	8-week avg.	2	3	4	5	6	7	8	9	3-week avg.	2	3	4	5	6	7	8	ч	B-week avg.
US	613	470	377	441	458	380	439	427	451	(7)	0	21	11	42	2	20	12	10	33	33	40	44	48	41	45	42	39
GB	230	164	121	86	113	126	160	140	143	(2)	(15)	20	(11)	17	(9)	72	33	8	12	11	13	8	12	14	16	14	12
SE	334	261	100	110	97	100	99	118	152	(15)	50	39	36	(5)	2	(2)	(10)	6	18	18	11	11	10	11	10	12	13
DE	147	104	49	37	65	49	51	73	72	(31)	(2)	(13)	(9)	49	1	(35)	15	(11)	8	7	5	4	7	5	5	7	6
AU	61	58	26	22	21	33	18	35	34	(2)	(24)	(49)	54	(41)	(41)	(9)	27	(20)	3	4	3	2	2	3	2	3	3
NL	37	20	18	14	16	29	13	28	22	(39)	(56)	(1)	1	(31)	144	(58)	146	(19)	2	1	2	1	2	3	1	3	2
FR	54	29	25	63	18	16	16	28	31	(19)	(48)	(11)	119	(54)	(54)	(25)	39	(15)	3	2	3	6	2	2	2	3	3
CA	51	34	19	19	20	11	18	27	25	(17)	17	(29)	(42)	164	(64)	237	61	(4)	3	2	2	2	2	1	2	3	2
ES	49	24	9	23	4	21	6	19	19	16	(18)	14	1214	(66)	931	6	271	48	3	2	1	2	0	2	1	2	2
AT	38	18	10	6	2	6	6	17	13	6	(36)	(7)	(16)	(93)	(63)	(4)	23	(25)	2	1	1	1	0	1	1	2	1
DK	21	9	2	15	16	10	8	12	12	(50)	(50)	(83)	41	1028	266	(11)	37	(9)	1	1	0	1	2	1	1	1	1
СН	37	52	34	35	12	24	35	11	30	(25)	32	77	(21)	(57)	194	(20)	(79)	(15)	2	4	4	3	1	3	4	1	3
AE	15	20	6	14	10	20	3	10	12	(30)	2	(64)	(32)	(20)	0	(92)	111	(23)	1	1	1	1	1	2	0	1	1
ROW	195	170	141	126	103	107	104	56	125	(27)	(34)	18	41	(4)	32	20	(33)	(8)	10	12	15	12	11	12	11	6	11
Total	1878	1441	934	1010	948	926	973	1012	1140	(15)	(7)	11	15	12	4	8	9	1	100	100	100	100	100	100	100	100	100

### Online KPIs

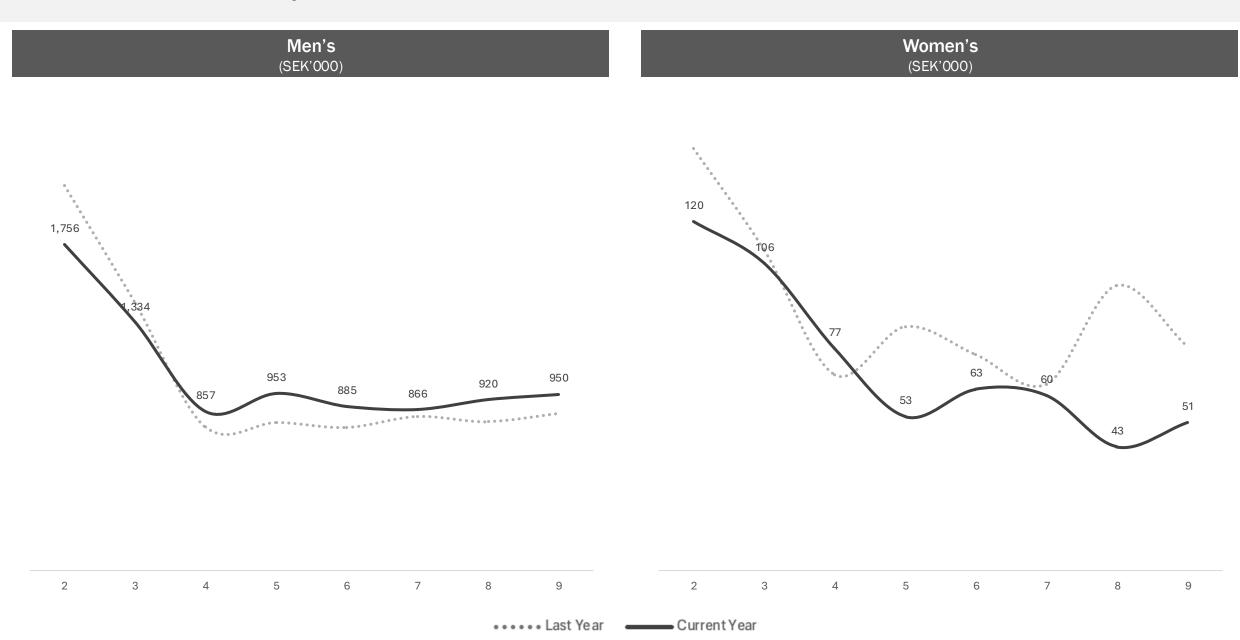


## **Estimated Contribution per Customer Cohort**



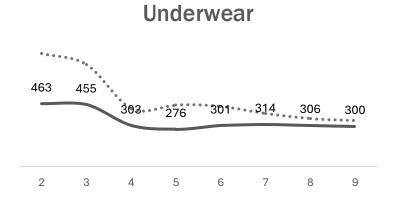
 $<sup>*</sup>Same\ margin\ assumption\ for\ New/Returning.\ 70\%\ of\ paid\ media\ towards\ New\ customers,\ 30\%\ towards\ Returning\ customers.$ 

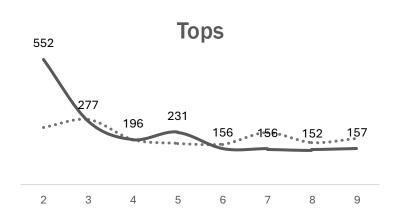
## Online Gross Revenue by Gender

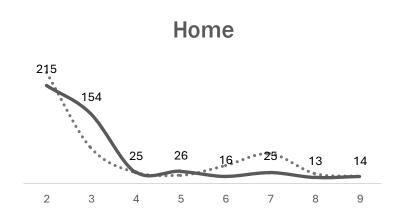


## Online Gross Revenue by Gender

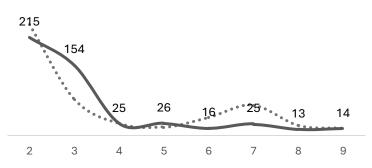


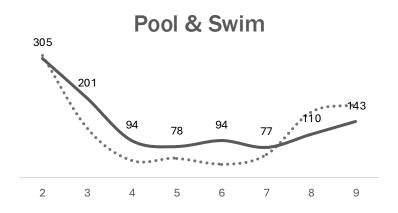


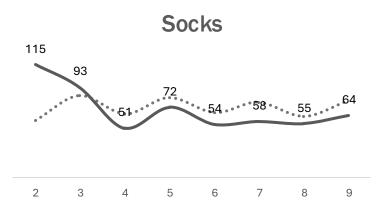




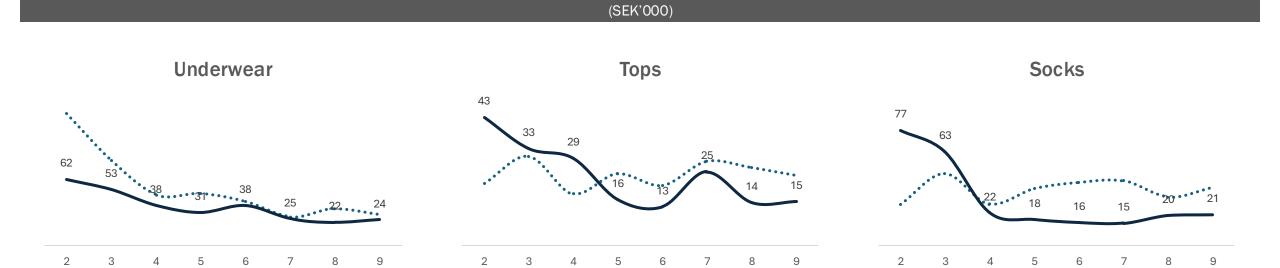




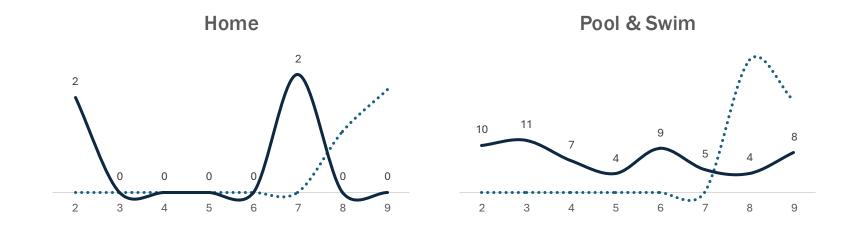




## Online Gross Revenue by Gender



Women's



# **Online Gross Revenue by Category**

(SEK '000)					Y/Y (	GROWTH 9	%							Y/Y	GROWTH	%							:	SOB %				
Gender	Category	2	3	4	5	6	7	8	9	8-week avg	2	3	4	5	6	7	8	9	8-week avg	2	3	4	5	6	7	8	9	8-week avg
Men	Underwear	463	455	303	276	301	314	306	300	340	(44%)	(39%)	(30%)	(39%)	(32%)	(20%)	(14%)	(12%)	(32%)	26%	35%	40%	36%	44%	45%	44%	41%	37%
	Tops	552	277	196	231	156	156	152	157	235	119%	(4%)	(1%)	28%	(12%)	(31%)	(17%)	(22%)	10%	31%	21%	26%	31%	23%	22%	22%	21%	25%
	Swimwear	232	161	89	67	80	71	100	132	116	7%	49%	120%	35%	272%	95%	(37%)	(22%)	16%	13%	12%	12%	9%	12%	10%	14%	18%	13%
	Socks	115	93	51	72	54	58	55	64	70	99%	10%	(22%)	(13%)	(18%)	(25%)	(12%)	(20%)	(2%)	6%	7%	7%	9%	8%	8%	8%	9%	8%
	Home	215	154	25	26	16	25	13	14	61	(12%)	94%	1%	45%	(59%)	(62%)	(37%)	(5%)	(3%)	12%	12%	3%	4%	2%	4%	2%	2%	7%
	Poolwear	72	40	5	12	13	7	10	11	21	(23%)	136%	81%	-	8%	(69%)	30%	(31%)	(1%)	4%	3%	1%	2%	2%	1%	1%	2%	2%
	Mobilité	17	21	17	20	7	10	23	8	15	(95%)	(81%)	45%	64%	(8%)	87%	69%	(64%)	(78%)	1%	2%	2%	3%	1%	1%	3%	1%	2%
	Total	1 668	1 202	685	702	628	640	659	685	859	(20%)	(16%)	(11%)	(12%)	(18%)	(23%)	(18%)	(19%)	(17%)	93%	92%	90%	93%	91%	91%	94%	93%	92%
Women	Underwear	62	53	38	31	38	25	22	24	37	(50%)	(35%)	(21%)	(37%)	(10%)	(7%)	(36%)	(16%)	(32%)	3%	4%	5%	4%	5%	4%	3%	3%	4%
	Tops	43	33	29	16	13	25	14	15	23	106%	9%	69%	(36%)	(35%)	(13%)	(45%)	(38%)	(2%)	2%	2%	4%	2%	2%	4%	2%	2%	3%
	Swimwear	10	11	7	4	9	5	4	8	7	-	-	-	-	-	-	(86%)	(57%)	22%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Socks	3	10	3	3	2	3	2	3	4	-	-	17%	(76%)	(81%)	(66%)	(79%)	24%	(37%)	-	1%	-	-	_	-	-	-	-
	Home	2	0	0	0	0	2	0	0	1	-	-	-	-	-	-	(100%)	(100%)	30%	-	-%	-%	-%	-%	-	-%	-%	-
	Total	120	106	77	53	63	60	43	51	72	(17%)	(4%)	13%	(37%)	(16%)	(6%)	(57%)	(34%)	(21%)	7%	8%	10%	7%	9%	9%	6%	7%	8%
Grand Tot	tal	1 788	1 308	761	755	691	700	702	737	930	(20%)	(16%)	(9%)	(14%)	(18%)	(21%)	(22%)	(20%)	(18%)	100%	100%	100%	100%	100%	100%	100%	100%	100%

# **Top Online Products by New and Returning Customer**

#### **New Customers**

(SEK '000)

## **Returning Customers**

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue Sales	s Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	24.5	25	8.4%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	14.9	27	5.1%
3	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	11.5	10	3.9%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	11.1	13	3.8%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	8.6	10	3.0%
6	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	7.8	5	2.7%
7	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	6.5	7	2.2%
8	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	5.3	2	1.8%
9	MEN	SWIMWEAR	SWIM BRIEFS	BLACK	5.3	4	1.8%
10	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	4.8	5	1.6%
11	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	CINNAMON	4.5	7	1.5%
12	MEN	SWIMWEAR	SWIM BRIEFS BOX-CUT	BLACK	4.5	3	1.5%
13	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	GREY MARBLE	4.4	7	1.5%
14	MEN	SWIMWEAR	SWIM BRIEFS	JUNIPER	4.4	7	1.5%
15	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	4.3	5	1.5%
16	MEN	UNDERWEAR	12 X BOXER SHORTS	BLACK	4.3	1	1.5%
17	MEN	SWIMWEAR	SWIM TRUNKS	BLACK	4.2	2	1.4%
18	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	4.1	2	1.4%
19	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	4.1	4	1.4%
20	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	4.0	10	1.4%
Top 20 Total					143.1	156	49.1%
Grand Total					291.8	377	100.0%

David	Osudan	0-4-4	Durahash	Color	Overe Bereine	Calas Otiv	CORW
Rank 1	Gender MEN	Category	Product  3 X BOXER BRIEFS	BLACK	Gross Revenue		
	=						
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	15.1		
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	12.9	4	2.8%
4	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	12.8	24	2.8%
5	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	12.2	14	2.7%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	11.9	15	2.6%
7	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	11.5	7	2.5%
8	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	10.2	. 4	2.2%
9	ACCESS ORIES	SWIMWEAR	BEACH TOWEL	NAVY/BLUE MIST	9.8	3 7	2.2%
10	MEN	TOPS	MIDWEIGHT T-SHIRT LONG SLEEVE	BLACK	9.3	9	2.0%
11	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	8.6	9	1.9%
12	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	8.0	8	1.7%
13	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	7.9	8	1.7%
14	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	7.5	8	1.7%
15	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	CINNAMON	7.1	. 11	1.6%
16	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	6.8	8 8	1.5%
17	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLON POPLIN	DARK OLIVE	6.6	5 5	1.4%
18	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	DARK OLIVE	6.4	3	1.4%
19	MEN	SOCKS	5 X BAMBOO SOCKS	BLACK	5.9	5	1.3%
20	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	5.6	5 7	1.2%
Top 20 Total					199.5	5 211	43.9%
Grand Total					454.9	577	100.0%

# **Top Online Products by New and Returning Customer**

#### Men

(SEK '000)

Gender	Category	Product	Color	Gross Revenue Sales	Qty S	OB%
MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	47.9	54	7.2%
MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	30.1	53	4.5%
MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	20.0	19	3.0%
MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	19.2	12	2.9%
MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	18.4	22	2.8%
MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	18.2	6	2.7%
MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	17.9	21	2.7%
MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	16.6	19	2.5%
MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	16.1	18	2.4%
MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	15.8	30	2.4%
MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	12.1	12	1.8%
MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	CINNAMON	11.6	18	1.7%
MEN	TOPS	MIDWEIGHT T-SHIRT LONG SLEEVE	BLACK	11.2	11	1.7%
MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	10.2	4	1.5%
MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	9.4	10	1.4%
MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	DARK OLIVE	8.6	4	1.3%
MEN	SOCKS	6 X COTTON RIB SOCKS	BLACK	8.4	8	1.3%
MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	7.8	9	1.2%
MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	GREY MARBLE	7.7	12	1.1%
MEN	SWIMWEAR	SWIM BRIEFS	BLACK	7.6	6	1.1%
				314.9	348	47.1%
				667.9	821 1	.00.0%
	MEN	MEN UNDERWEAR MEN UNDERWEAR MEN SWIMWEAR MEN UNDERWEAR MEN UNDERWEAR MEN TOPS MEN TOPS MEN UNDERWEAR MEN UNDERWEAR MEN TOPS MEN UNDERWEAR MEN SWIMWEAR MEN SOCKS MEN TOPS MEN SWIMWEAR	MEN UNDERWEAR WOOL BOXER BRIEF MEN SWIMWEAR SWIM SHORTS SATIN TWILL MEN UNDERWEAR 6 X BOXER BRIEFS MEN UNDERWEAR 12 X BOXER BRIEFS MEN TOPS MIDWEIGHT T-SHIRT MEN TOPS MIDWEIGHT T-SHIRT MEN UNDERWEAR 3 X BOXER BRIEFS MEN TOPS T-SHIRT HEAVYWEIGHT MEN UNDERWEAR 3 X BOXER SHORTS SWIM SHORTS PARACHUTE MEN TOPS 3 X MIDWEIGHT T-SHIRT LONG MEN TOPS 3 X MIDWEIGHT T-SHIRT MEN UNDERWEAR 3 X BOXER TRUNKS SWIM SHORTS DRY NYLON MEN SWIMWEAR POPLIN MEN SOCKS 6 X COTTON RIB SOCKS MEN TOPS MIDWEIGHT T-SHIRT SWIM SHORTS PARACHUTE MEN SOCKS 6 X COTTON RIB SOCKS MEN TOPS MIDWEIGHT T-SHIRT SWIM SHORTS PARACHUTE MEN SWIMWEAR NYLON	MEN UNDERWEAR 3 X BOXER BRIEFS BLACK MEN UNDERWEAR WOOL BOXER BRIEF BLACK MEN SWIMWEAR SWIM SHORTS SATIN TWILL JUNIPER MEN UNDERWEAR 6 X BOXER BRIEFS BLACK MEN UNDERWEAR 3 X BOXER BRIEFS OLIVE GREEN MEN UNDERWEAR 12 X BOXER BRIEFS BLACK MEN TOPS MIDWEIGHT T-SHIRT WHITE MEN TOPS MIDWEIGHT T-SHIRT NAVY MEN UNDERWEAR 3 X BOXER BRIEFS WHITE MEN TOPS T-SHIRT HEAVYWEIGHT NAVY BLUE MEN UNDERWEAR 3 X BOXER SHORTS BLACK SWIM SHORTS PARACHUTE MEN SWIMWEAR NYLON CINNAMON MIDWEIGHT T-SHIRT LONG MEN TOPS SLEEVE BLACK MEN TOPS 3 X MIDWEIGHT T-SHIRT BLACK MEN TOPS 3 X MIDWEIGHT T-SHIRT BLACK MEN UNDERWEAR 3 X BOXER TRUNKS BLACK MEN UNDERWEAR 3 X BOXER TRUNKS BLACK MEN UNDERWEAR 7 X BOXER TRUNKS BLACK MEN UNDERWEAR 7 X BOXER TRUNKS BLACK MEN SWIMWEAR POPLIN DARK OLIVE MEN SWIMWEAR POPLIN DARK OLIVE MEN SOCKS 6 X COTTON RIB SOCKS BLACK MEN TOPS MIDWEIGHT T-SHIRT BLACK MEN SWIM SHORTS PARACHUTE MEN SWIMWEAR NYLON GREY MARBLE	MEN         UNDERWEAR         3 X BOXER BRIEFS         BLACK         47.9           MEN         UNDERWEAR         WOOL BOXER BRIEF         BLACK         30.1           MEN         SWIMWEAR         SWIM SHORTS SATIN TWILL JUNIPER         20.0           MEN         UNDERWEAR         6 X BOXER BRIEFS         BLACK         19.2           MEN         UNDERWEAR         3 X BOXER BRIEFS         OLIVE GREEN         18.4           MEN         UNDERWEAR         12 X BOXER BRIEFS         BLACK         18.2           MEN         TOPS         MIDWEIGHT T-SHIRT         WHITE         17.9           MEN         TOPS         MIDWEIGHT T-SHIRT         NAVY         16.6           MEN         UNDERWEAR         3 X BOXER BRIEFS         WHITE         16.1           MEN         TOPS         T-SHIRT HEAVYWEIGHT         NAVY BLUE         15.8           MEN         UNDERWEAR         3 X BOXER SHORTS         BLACK         12.1           MEN         WIMWEAR         NYLON         CINNAMON         11.6           MEN         TOPS         3 X MIDWEIGHT T-SHIRT         BLACK         11.2           MEN         TOPS         3 X MIDWEIGHT T-SHIRT         BLACK         10.2 <t< td=""><td>MEN         UNDERWEAR         3 X BOXER BRIEFS         BLACK         47.9         54           MEN         UNDERWEAR         WOOL BOXER BRIEF         BLACK         30.1         53           MEN         SWIMWEAR         SWIM SHORTS SATIN TWILL JUNIPER         20.0         19           MEN         UNDERWEAR         6 X BOXER BRIEFS         BLACK         19.2         12           MEN         UNDERWEAR         3 X BOXER BRIEFS         OLIVE GREEN         18.4         22           MEN         UNDERWEAR         12 X BOXER BRIEFS         BLACK         18.2         6           MEN         UNDERWEAR         12 X BOXER BRIEFS         BLACK         18.2         6           MEN         TOPS         MIDWEIGHT T-SHIRT         NAVY         16.6         19           MEN         UNDERWEAR         3 X BOXER BRIEFS         WHITE         16.1         18           MEN         TOPS         MIDWEIGHT T-SHIRT         NAVY         16.6         19           MEN         UNDERWEAR         3 X BOXER SHORTS         BLACK         12.1         12           MEN         SWIMWEAR         NYLON         CINNAMON         11.6         18           MEN         TOPS         3 X MIDWEI</td></t<>	MEN         UNDERWEAR         3 X BOXER BRIEFS         BLACK         47.9         54           MEN         UNDERWEAR         WOOL BOXER BRIEF         BLACK         30.1         53           MEN         SWIMWEAR         SWIM SHORTS SATIN TWILL JUNIPER         20.0         19           MEN         UNDERWEAR         6 X BOXER BRIEFS         BLACK         19.2         12           MEN         UNDERWEAR         3 X BOXER BRIEFS         OLIVE GREEN         18.4         22           MEN         UNDERWEAR         12 X BOXER BRIEFS         BLACK         18.2         6           MEN         UNDERWEAR         12 X BOXER BRIEFS         BLACK         18.2         6           MEN         TOPS         MIDWEIGHT T-SHIRT         NAVY         16.6         19           MEN         UNDERWEAR         3 X BOXER BRIEFS         WHITE         16.1         18           MEN         TOPS         MIDWEIGHT T-SHIRT         NAVY         16.6         19           MEN         UNDERWEAR         3 X BOXER SHORTS         BLACK         12.1         12           MEN         SWIMWEAR         NYLON         CINNAMON         11.6         18           MEN         TOPS         3 X MIDWEI

#### Women

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	7.7	6	15.0%
2	WOMEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	2.3	2	4.5%
3	WOMEN	TOPS	W-LW LS T-SHIRT	PANNA COTTA	2.2	7	4.3%
4	WOMEN	SWIMWEAR	RACER SWIMSUIT	POPPY RED	2.0	4	3.9%
5	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	1.8	2	3.5%
6	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	1.7	2	3.4%
7	WOMEN	TOPS	W-LW T-SHIRT	PANNA COTTA	1.7	6	3.3%
8	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	BLACK	1.7	2	3.3%
9	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	1.5	1	3.0%
10	WOMEN	TOPS	W-LW T-SHIRT	BLACK	1.5	2	3.0%
11	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	PANNA COTTA	1.3	4	2.6%
12	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	1.3	3	2.6%
13	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	BLACK	1.3	1	2.5%
14	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	WHITE	1.3	1	2.5%
15	WOMEN	SWIMWEAR	TANGA BIKINI BRIEFS	BLACK	1.3	3	2.5%
16	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	1.3	1	2.5%
17	WOMEN	UNDERWEAR	Y-BRIEFS	OLIVE GREEN	1.2	3	2.4%
18	WOMEN	TOPS	LIGHTWEIGHT TUBE DRESS	BLACK	1.2	2	2.4%
19	WOMEN	SWIMWEAR	BIKINI BRIEFS	BLACK	1.2	1	2.3%
20	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	PANNA COTTA	1.1	3	2.2%
Top 20 Total					36.6	56	71.6%
Grand Total					51.1	84	100.0%