**Problems with donating merchandise:**

**“The primary concern is the impact on the brand. Suddenly it’s, ‘Hang on a minute! We’ve spent all this time and money creating this image that we’re an upscale retailer, and now suddenly you can buy our products for 20 percent of the price if you’re just prepared to wait long enough and go to a different outlet store.”**

And that same problem pops up with donating.

**The trouble is, if you’re not careful, what you donate might end up on a Manhattan sidewalk sale, competing with you in front of your own store.**

**So many companies choose to shred, incinerate or simply throw away the stuff they can’t sell. That maybe part of the reason nearly 21 billion pounds of textiles end up in landfills each year, though a lot of that comes from us customers.**

Barratt says the best way to deal with unsold merchandise is to not have much of it in the first place.