

# 2021 US Market Overview



**COTERIE**  
DIGITAL

- Regional effects of the COVID-19 pandemic varied by state and East and West coast
- E-commerce is up 46%
- Department stores are down 10%
- Specialty stores are down 3%
- Shopping mall traffic down except outdoor malls
- Online retail sales will decrease 8.5% in 2021, while in-store retail sales will increase 5.9%



# COTERIE

2021  
FEBRUARY 16 - MARCH 16 (DIGITAL)  
SEPTEMBER 19 - SEPTEMBER 21 (PHYSICAL)

WOMEN'S ELEVATED CONTEMPORARY  
FASHION APPAREL, ACCESSORIES,  
AND SELECT FOOTWEAR

# COTERIE DIGITAL TRADE EVENT PACKAGE

## DIGITAL TRADE EVENT

**PRICE: \$1,995**

**DURATION: 4-WEEKS**

Brand participation and exposure in the COTERIE DIGITAL marketplace for 4-weeks (February 16 - March 16, 2021).

Benefit from in-platform marketing as well as promotion in emails, social media, and more to an audience of Informa Markets Fashion and NuORDER retailers

Informa Markets Fashion, COTERIE's parent company, is the largest, most established organizer of fashion trade events in North America which is home to other notable B2B fashion events such as MAGIC, PROJECT, and MICAM Americas.

For any questions please email our French agent, Camille Descollonges at [camille@connectiontrend.com](mailto:camille@connectiontrend.com)