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HERE COME THE GIRLS...

Women care about a lot of things and one of them is looking good. Jessica Harvey comments....

Some of us need accessories that serve a purpose like a bag, to put things in, or shoes for which to walk in. But most of us also care as much about style as we do functionality.

To get to the root of why female shoppers impulse-buy accessories, we need to first remember that women have welcomed the category into their everyday lives. Just like having a skincare or cosmetics routine, having the right accessories for an outfit has become a necessity to most women. It makes us feel 'ready' and equipped to face the challenges of the day ahead. There is probably a scientific reason behind it, but I cannot think of it, so my equation will be simplistic, I'm afraid. Let's just say that woman + the 'right' accessories = complete. Woman - the 'right' accessories = rather moody indeed.

Travel-retail is an arena where 'being prepared' is at the top of everyone's list. Whether a female passenger is on her travels to business meetings or holidays, the likelihood is that she will be meeting up with others. Whether it seems important or not, having the right 'look' will be up there with remembering to pack her passport. So, taking varied styles, agendas and ages into consideration, as well as consulting the catwalks, Frontier has put together a few glimpses of items that are most likely

to convert browsers to buyers. Take note and create your own. This is simply your guide towards some of the best grab-and-go styles out there. Remember, displaying a range of items that go well together is more likely to encourage a larger purchase, so picking complementary products as well as a diverse range is a top tip. Whether your audience is after an accessory to complete an outfit or a particular item in a certain colour, they will be willing to impulse buy. I suppose that it is just as well that we women do care about a lot of things - like timekeeping for instance - or we would probably all miss our flights in favour of shopping. We really are quite fond of it.



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1. Teardrops Necklace by Accessorize. 2. Heart Sunglasses by Accessorize. 3. I Love NY Stud by Accessorize. 4. Marlin Top from Monsoon. 5. Diamante and Glass Pearl Bib Necklace by Lovett & Co. 6. Travalo from Medea International. 7. American Dream Clutch from Accessorize. 8. One item from Paris Brooch Set by Accessorize. 9. Flutter Butterfly Ring by Accessorize. 10. Forget Me Not Bangle from Accessorize. 11. Diamond Trilby from Accessorize. 12. Vintage Czech Pearl Cluster Bracelet by Lovett & Co. 13. Heart Frilly Bikini by Accessorize. 14. Slinks versatile sandal.

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