

Jewellery vs chocolate treats this Easter

The consecutive string of public holiday during the last two weeks of April and the beginning of May is anticipated to encourage increased customer traffic this year. While supermarkets usually see sales dramatically increase over the Easter vacation, owing to the sales of chocolate bunnies and eggs, retailers this year forecast non-chocolate spend to increase as well.



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"Given the tougher economy, consumers are looking for affordable ways to spoil themselves and loved ones this Easter, but they appear to be increasingly opting for gifts that will create lasting memories, rather than chocolates which are consumed and forgotten moments later," explains Russel Potgieter, financial director at Zuri, a leading fashion accessories store in SA.

"People are looking for innovative ways to spoil themselves and the glitz and glamour of costume jewellery and accessories is particularly finding favour with consumers globally. In South Africa, there is also a growing desire to copy trendsetting celebrities."

Sheri Toooh, jewellery buyer at the company adds that as shoppers are adapting their spending style, it has sourced numerous on-trend pieces which don't need an entire new wardrobe to be fashion-forward, but can be easily added to complement previous seasons' outfits. For example, before shelling out for a brand new pair of boots and a new coat for winter this year, today's consumer is likely to see whether she can save money by recycling last year's winter gear, and pair it with a classic yet striking and updated piece of glamorous jewellery.

"Shoppers are finding that a brand new outfit can emerge from simply accessorising with updated key pieces that catch the eye," she concludes.

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