



Search: **Forbes.com** Quotes Video Web Blogs Advanced



- U.S. EUROPE ASIA HOME PAGE FOR THE WORLD'S BUSINESS LEADERS Free Trial Issue
- HOME BUSINESS TECH MARKETS ENTREPRENEURS LEADERSHIP PERSONAL FINANCE FORBESLIFE LISTS OPINIONS
- Video Blogs E-mail Newsletters Org Chart Wiki People Tracker Portfolio Tracker Special Reports Widgets CEO Network

Become a member | Log In  
Portfolio | Subscribe and Get a Free Briefcase  
Make Forbes.com My Home Page  
Bookmark This Page



Personalize Now!

PRESENTED BY



E-Mail | E-Mail Newsletters | RSS

News by E-mail  
Get stories by E-Mail on this topic FREE

Companies

- COH
- BGP

Topics

- AP Business
- General
- financial/business news
- RetailSales
- Personal & Household Goods

Become a member FREE  
Already a Member? [Log In](#)

Enter Username

Enter E-Mail Address

Select Your Title

Receive Special Offers?

[Sign Me Up!](#)

[FAQ](#) | [Privacy Policy](#)  
[Terms, Conditions and Notices](#)

Also available:  
[E-Mail Newsletters](#)

[Make Forbes.com My Home Page](#)

[Bookmark This Page](#)

Introducing  
Zurich HelpPoint



Associated Press

## Stores play up the festive to cheer shoppers

By The Associated Press 10.30.08, 4:13 PM ET



Popular Videos

- [Branson's Mortgage Market Moves](#)
- [Wrestling And Winning](#)
- [Flex-Time Lawyer](#)
- [American Math Chuckleheads](#)
- [Inside The Forbes 400](#)

NEW YORK - With Americans in a deep funk amid rising layoffs and shrinking retirement funds, retailers are pushing holiday displays and store events that are even more festive and colorful than in Christmas seasons past. The goal, of course, is to get shoppers in the mood to spend in a season that some analysts say could be the weakest in 25 years.

Luxury handbag and accessories retailer Coach Inc. said it's planning displays that are "more bold, colorful and emotional" than years past. They will include jewel-tone Christmas trees made out of ribbon, brightly colored boxes wrapped as presents, snowflakes made out of an arrangement of Coach handbags and real Christmas trees in some locations.

The company said displays will be part of a more integrated holiday message across in-store marketing, its Web site, packaging and advertising.

"Every way we touch the consumer will be infused with holiday energy and messaging," said Michael Tucci, president of the North America retail division.

To add cheer, bookseller Borders Group Inc. is introducing a whimsical indoor campaign featuring line drawings of 90 different characters, such as a history buff or a jazz lover. It's also making store events a bigger part of the holiday mix, including an open house at the beginning of December with activities, coffee and cookies.

"We've done events before, but we've stepped up activity," said Rob Gruen, executive vice president of merchandising and marketing.

But Roth Capital Markets analyst Elizabeth Pierce says she doesn't know if such activity will help during the holidays.

"Does it put consumers in a merrier mood? I don't know," she said. "What gets people in stores is great value on great items, that means a lot more than decorations."

Still, she said it will be interesting to see what retailers "have up their sleeves."

\_Mae Anderson, AP Business Writer.

Web site targets shoppers hoping for a steal

CHICAGO (AP) - Talk about hot deals for shoppers hoping for a steal this Christmas.

PropertyRoom.com wants holiday shoppers to turn to the online marketplace where consumers can bid on stolen property.

The items, which range from dolls to DVD players, were recovered by 1,300 law enforcement agencies in 47 states. But after searching and a state-by-state mandated waiting period, authorities weren't able to

### Mortgage Rates

Click product name to view rates in your area

PRODUCT	TODAY	LAST WEEK
<a href="#">30 Year Fixed</a>	6.25%	6.27%
<a href="#">15 Year Fixed</a>	5.77%	5.84%
<a href="#">1 Year ARM</a>	6.14%	6.13%
<a href="#">30 Year Fixed Jumbo</a>	7.30%	7.38%
<a href="#">5/1 ARM</a>	5.58%	5.70%
<a href="#">3/1 ARM</a>	6.28%	6.39%

[View more rates >>](#)

Rate data provided by [Bankrate.com](#)

### Home Equity Loan Rates

Click product name to view rates in your area

reunite owners with the missing goods.

So the loot goes up for bidding - at deep discounts - and becomes available to any shopper who can stomach putting the ultimate re-gifted item under the tree.

A woman's leather Coach watch was up for grabs with a bid of \$70. And a pocket-sized Cannon digital camera was listed at \$31.

There's also art, diamonds, clothing, toys, bikes and even police cars, such as the 2005 Crown Victoria that was going for \$2,750 after 51 bids.

"In this economy we feel like consumers are looking at any way to have a great holiday for less," said spokeswoman Cher Murphy. "If that means buying an item that was possibly stolen then we believe many will do it without hesitation."

\_Ashley M. Heher, AP Business Writer.

S&P dumps more coal on holiday forecasts

NEW YORK (AP) - A downbeat holiday forecast from Standard & Poor's Ratings Service was the latest to dump coal on the season.

S&P's holiday outlook, issued Monday, predicts that total holiday sales for the November and December period could fall as much as 2 percent from the year-ago period. That's worrisome since for the past 10 years, holiday sales have risen at an average 4.4 percent pace; the weakest holiday season was in 2002, which was up 1 percent, according to the report. The figure excludes business from autos, restaurants, grocery and health and personal care stores.

"We think that the final quarter of 2008 will be a poor one as consumers continue to rein in their shopping, and that they will continue their long-standing history of waiting for last-minute bargains during the holiday," wrote S&P analyst Gerald A. Hirschberg.

Hirschberg pointed out that most sectors will struggle, from [department stores](#) to even [consumer electronics](#) chains, which suffered significant sales drops in August and September. The only bright spot will be discounters, which Hirschberg expects to aggressively discount key categories such as toys and electronics.

As for consumer electronics, Hirschberg noted that sales should be down from 2 percent to 2.5 percent, worse than the overall holiday forecast. Sales of big-ticket items such as flat-panel TVs and [notebook computers](#) should be down because of weak spending and tighter [consumer credit](#). Sales of smaller items such as mobile phones and video games should fare better, but will still face challenges. The one positive is that consumer electronics retailers should get a boost from sales of digital-to-analog conversion boxes.

\_Anne D'Innocenzio, AP Business Writer.

Copyright 2008 Associated Press. All rights reserved. This material may not be published broadcast, rewritten, or redistributed

Your Rating ☆☆☆☆☆

Overall Rating ☆☆☆☆☆

**Reader Comments**

Post A Comment

Have a question? Ask our community of experts here.

**More On This Topic**

Companies: [COH](#) | [BGP](#)

E-Mail Newsletters: [Sign Up Now To Stay Informed On A Range Of Topics](#)

Attaché: [Customize Forbes.com Now To Track This Author And Industry](#)

**Article Controls**

E-Mail | E-Mail Newsletters

del.icio.us | Digg It! | My Yahoo! | Share | RSS

**Related Sections**

Home > News & Analysis

Today On Forbes.com

ADVERTISEMENTS

**Project Mgmt Certification**

Villanova Project Management Certification 8 Weeks - Free Info.  
www.VillanovaU.com/PM

**Warning: Acai Berry**

Read this before buying Natural Made Acai. Lose weight today!  
www.naturalmadeacai.com

**Top-Rated MBA Online**

Earn Your MBA In 2 Years. No GMAT Required. 100% Online Program!  
www.FloridaTechOnline.com

**Win an Alaska cruise!**

Enter to win a cruise for two and request your free Alaska guide.  
www.hollandamerica.com

**Trump Real Estate School**

Train Online To Master The Real Estate Investing Game. Enroll Online!  
TrumpUniversity.DonaldTrumpEdu.com

Buy a link here

ADVERTISEMENT

**Related Business Topics**

Starting A Small Business Small Business Loans

- [Content Management Software](#)
- [Email Marketing Software](#)
- [Project Management Software](#)
- [Accounting Software](#)
- [eCommerce Software](#)
- [Help Desk Software](#)

>> [Browse All Directories](#)

ForbesAutos.com

ForbesTraveler.com  
**ELITE RETREATS OF THE FORBES CELEBRITY 100**  
Forbes TRAVELER

Investopedia.com  
**15 Insurance Policies You DON'T Need!**  
[See The List HERE](#)

**CEO Book Club**

BOOK REVIEW  
**Why We're Party Animals**

BOOK REVIEW  
**Mild Michelle Obama**  
Elisabeth Eaves  
The first biography of a history-making would-be first lady.

**Mandate Is Clear**

**For Obama**

Brian Wingfield

By a landslide, voters hungry for change choose Democrat to be the first African-American president of the United States.



- Odds Dim In Dems' Drive For 60
- A Vote For Confidence
- Trailwatch: Election 2008

Introducing Zurich HelpPoint



Competitor In Chief



Buy Real Estate Now



Subsidy Scandal Mires South Korea



The Global Financial Crisis

**FORBES STOCK MARKET COURSE**  
a marvelous gift for both new and experienced investors

**PURCHASE NOW**  
**CLICK HERE**



[News Headlines](#) | [More From Forbes.com](#) | [Special Reports](#)

[Subscriptions](#) >

[Subscribe To Newsletters](#)   [Subscriber Customer Service](#)

More From **INVESTOPEDIA**.com

- [How to Stop Internet Cash Scams](#)
- [Five Steps to Becoming a Millionaire](#)
- [Can You Live on Love?](#)
- [Used Car Shopping: How to Avoid a Lemon](#)
- [Timeshares: Dream Vacation or Money Pit?](#)

[SITEMAP](#)   [HELP](#)   [CONTACT US](#)   [INVESTMENT NEWSLETTERS](#)   [FORBES CONFERENCES](#)   [FORBES MAGAZINES](#)   [FORBESAUTOS](#)

[Ad Information](#)   [Forbes.com Mobile](#)   [RSS](#)   [Reprints/Permissions](#)   [Subscriber Services](#)  
[Privacy Statement](#)   [Terms, Conditions and Notices](#)   [About Our Ads](#)  
2008 Forbes.com LLC™ All Rights Reserved

Stock quotes are delayed at least 15 minutes for Nasdaq, at least 20 minutes for NYSE/AMEX. U.S. indexes are delayed at least 15 minutes with the exception of Nasdaq, Dow Jones Industrial Average and S&P 500 which are 2 minutes delayed.