

Reimagining Retail: The 'lipstick effect' and other unexpected consumer trends during economic uncertainty

Audio



On today's episode, in our "Retail Me This, Retail Me That" segment, we discuss what to make of the so-called "lipstick effect" and talk about some other uncanny economic trends that tend to occur during periods of economic uncertainty. Then for "Pop-Up Rankings," we rank the four brands benefiting from lipstick effect-type behavior. Join our analyst Sara Lebow as she hosts analysts Suzy Davidkhanian and Zak Stambor.



Subscribe to the “Behind the Numbers: Reimagining Retail” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), Podbean or wherever you listen to podcasts.

CJ is the largest, most trusted name in global performance marketing, specializing in affiliate marketing technology and services. We are the platform of choice for driving profitable growth for global brands around the world across all verticals, leveraging unparalleled data, technology, and strategic expertise for a truly customer-centric approach. We dare to think big and drive even bigger results.