

Brand Anatomy: How Renfro Brands is building a strong and diverse portfolio

Audio

On this episode of Brand Anatomy, where we get exclusive looks inside leading brands, eMarketer Briefing director Jeremy Goldman sits down with Kadian Langlais, CMO at Renfro

Brands, to discuss how the leading sock manufacturer is tackling macroeconomic concerns, the unique challenges of being a steward of multiple brands (Fruit of the Loom, Polo Ralph Lauren, Sperry, Hotsox, and many more), what it's like to enter the direct-to-consumer arena for the first time, and Renfro's new corporate social responsibility initiative, Project Footprint.

US Thanksgiving Weekend In-Store and Digital Shoppers, 2019 & 2021

millions and % change

	Digital			In-store		
	2019	2021	% change	2019	2021	% change
Thanksgiving	49.7	36.2	-27%	37.7	17.2	-54%
Black Friday	93.2	88.0	-6%	84.2	66.5	-21%
Saturday	58.2	56.4	-3%	59.9	51.0	-15%
Sunday	43.1	39.3	-9%	29.2	24.6	-16%
Cyber Monday	83.3	77.0	-8%	21.8	20.3	-7%
Total	142.2	127.8	-10%	124.0	104.9	-15%

Source: National Retail Federation (NRF), "2021 Thanksgiving Weekend Consumer Survey" conducted by Prosper Insights & Analytics as cited in press release, Nov 30, 2021

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