



Black Friday boom

Digital sales set new record

By Anne Flynn Wear
Associate Editor

HIGH POINT — Black Friday saw enormous growth in online activity. For the first time ever, digital shoppers exceeded 100 million, up 8% from 2019, according to the National Retail Federation.

"The five-day holiday Thanksgiving weekend was unlike any other we'd ever seen," said Matthew Shay, NRF president and CEO. "We did see an impact in store foot traffic with shifts hopping online. But retailers large and small have been preparing for many months. They learned an enormous amount in the early days of the pandemic to help them prepare for this season and safely meet consumers when, where, and how they wanted to shop."

With the backdrop of limited store

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Brick-and-mortars see holiday records

By Adelaide Elliott
Associate Editor

HIGH POINT — Furniture retailers finished out strong late last month with the close of Black Friday weekend, putting a bow on a big year of retail holiday firsts.

In a year fraught with challenges for retailers, it was a welcome surprise.

At Tamarac, Fla.-based City Furniture, President Andrew Koenig said the retailer took an "extremely aggressive" approach both to Black Friday and the entire month of November/the holiday season.

"We had a record-breaking Black Friday weekend and month of November. The team worked very hard all year to get ready for November, and I'm very proud of their execution."

But it did not come without challenge.

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Mexican producer gaining traction in U.S. market

Issa Muebles has sought to penetrate the U.S. market, which now represents about 25% of its business. **4**

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New furniture orders up 43% in September

September marked another boom month for the industry. **19**

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By the numbers U.S. digital sales for cyber week

\$60 billion
up 29% from 2019



Source: Statista
2020 Holiday Shopping insights



Shown is one of three stationary slipcovered fabric sofas that were among Naussier's First Tuesday productions.

First Tuesday makes debut

New mid-market goods were on display; exhibitors start plans for future editions

By Powell Slaughter
Senior Editor

HIGH POINT — First Tuesday's first edition is in the bag.

While coming on the heels of Thanksgiving weekend and renewed pandemic-related travel concerns caused some retail cancellations, several exhibitors reported

they saw from five to 10 customers. A lot of traffic was regional, but dealers from places such as Texas and Florida including a couple of majors were in town.

Most important, vendors at participating showrooms wanted to establish the event before year's end and lay the

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