

8:4729°

HOFSTRA UNIVERSITY. find your edge

AD INFO

ORDER YOUR NY1 GEAR JACKET•CAPS SHIRTS•MUGS NOW ONLINE

NY1 News NYC's 24-Hour Newschannel On The Web TIME WARNER CABLE Best TV News Website in NY, NJ and CT

Search NY1 GO Video/Audio Contact Us Choose Video PLAY 33.6 DIALUP PLAY BROADBAND

TOP STORIES

Jan 22, 2007 On NY1 Now: News All Morn Weather: Cold. Snowshowers. High:35.

WEATHER

FULL SEARCH

NEWS BEATS

- Politics / NY1 ItCH
- Education
- Transit
- Law Enforcement
- Fortune Business

BOROUGHES

- Manhattan
- Brooklyn
- Queens
- The Bronx
- Staten Island

Your S.I. News Now
Your N.J. News Now

THE CALL

"Last Call" Blog

SNAP POLLS

NY1 FOR YOU

WTC SECTION

NY1 LIVING

- Arts
- Entertainment
- Health
- Home
- Money Matters
- Movie Reviews
- On Stage
- Parenting
- Technology
- Theater Reviews
- Travel
- TV Reviews
- Video/DVD Reviews
- Web/Game Reviews
- Whipple's World
- Zaqat Reviews

FEATURES

- In The Papers
- One on 1
- NYer of the Week
- This Day in History

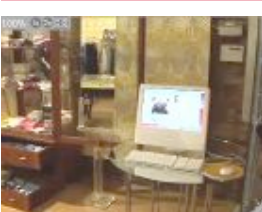
SPORTS

Scholar/Athlete

SPECIAL REPORTS

WEEKEND FEATURES

NY Retailers Translate Success To Both Brick And Click Stores



Many New York City retailers are finding that translating success from their brick and mortar to their online stores, or vis versa, is not as easy as it seems. NY1's Annika Pergament spoke with some local CEOs that have figured out how to make both sides of their business flourish.

"We have about \$20,000 visitors a day," said Girlshop CEO Laura Eisman of the internet site www.girlshop.com. Eisman launched the site nine years ago, and only recently opened her first store in the Meatpacking District.

"Sometimes the internet is a better sell, especially when you can demonstrate a few ways to wear it, where it might not have hanger appeal," explained Eisman. "The other way is where you might just need to see it in person, and online it's just not going to sell."

After interacting with her customers face-to-face, Eisman discovered her boutique shoppers and her online devotees are very different people.

At Intermix, there was a similar conclusion but through a different approach. After opening 15 boutiques in 11 different cities, CEO Khajak Keledjian launched www.intermixonline.com.

"When we purchase in the store, it's for a specific

OTHER STORIES

January 22, 2007 [Trail Of Man Accused Of Killing Ex-Girlfriend in 2005 Begins Today](#)

January 22, 2007 [Grand Jury To Hear Evidence Monday In Sean Bell Shooting](#)

January 22, 2007 [Clinton Hits Campaign Trail After Announcing Presidential Bid](#)

January 22, 2007 [Missing Man Reunited With Family In Queens After Four Days](#)

January 21, 2007 [Overturned Truck Shuts Down Stretch Of Brooklyn-Queens Expressway](#)

January 21, 2007 [Citing Future Concerns, Bloomberg Asks Court To Limit 9/11 Medical Lawsuits](#)

January 21, 2007 [U.S. Military Probing Death Of Brooklyn Soldier In Iraq](#)

January 20, 2007 [Man Accused Of Hitting Police Sergeant With Car Charged With Assault](#)

January 20, 2007 [Diverse Pool Of Recruits Sit For FDNY Exam](#)

January 20, 2007 [City Kicks Off Program To Make Community Centers Brighter](#)

 Yes No Yes No Yes No

Get Quotes!

Now Hiring. Click for NYPD test application. EOE

COMMUNITY CALENDAR

ABOUT NY1

- Program Guide
- NY1 Shows
- Staff Profiles
- NY1 Info & History
- Advertise on NY1
- NY1 Employment

NY1 NOTICIAS

NY1 TO GO

NYC CITY INFO



product for a specific market," said Keledjian. "When they are coming in on the website, you never know which state, where they are coming from."

Brandkeys founder, Robert Passikoff says identifying a unique customer base is exactly what retailers need to do to be successful in either a virtual or physical store. As such, many retail websites have become communities for their users.

"You can't just look at a website as an electronic cash register, neither can you look at a bricks and mortar store as a warehouse for things people can come and look at," said Passikoff. "The larger percentage of people is going to have different perceptions and different needs. If you are not going to market to them differently, you'll create a dissonant message."

Both Keledjian and Eisman say they have catered to their different customers by offering exclusive products either at their website, or boutiques.

"You have to rely on marketing and public relations, and then you have to back it up with great products, and a great brand, and a great concept," added Eisman.

Something that holds true from both "the click" and "the brick" side of the business world.

-Annika Pergament

PRINT-FRIENDLY VERSION

NY1 And AIDS



Awareness

Share the personal stories of New Yorkers who have joined the fight against AIDS through NY1's new awareness campaign, "[25 Stories for 25 Years of AIDS.](#)"

Transit Wrap-Up

Watch NY1's weekly mass transit program, *In Transit*, airing each Friday at 8:45 p.m. and repeating Saturdays and Sundays at 11:15 a.m. and 11:15 p.m.



NY1 En Español

For all your New York City news in Spanish, watch NY1 Noticias on Time Warner Digital Cable channels 95 or 801, and Cablevision channel 194 – plus see a news summary page at [NY1noticias.com](#).



Yes No

Yes No

Yes No

Get Quotes!