

FACEBOOK
Like us on Facebook to stay in the know and win exclusive prizes
[VIEW ALL FEATURES](#)



[Winnipeg Free Press](#) > [Business](#) > CHRISTMAS COMES EARLY

BUSINESS

Winnipeg Free Press - PRINT EDITION

Christmas comes early

Cash registers are ringing, and moms lead way

By: **Murray McNeill**
Posted: 11/30/2010 1:00 AM | [Comments: 0](#)

[PRINT](#) | [E-MAIL](#) | [REPORT ERROR](#)



[Enlarge Image](#)

Kildonan Place Shopping Centre general manager Peter Havens said he thinks 'financial-prudence fatigue' is driving sales.
PHIL.HOSSACK@FREEPRESS.MB.CA

Moms are leading the charge back to the malls this Christmas after resisting the urge to splurge on themselves during the last two recession-battered shopping seasons, local retail industry officials said Thursday.

They said when times are tough, purchases by mom for mom tend to take it on the chin as the focus shifts to making sure their other family members have what they need, said Peter Havens, general manager of Kildonan Place Shopping Centre.

Polo Park Shopping Centre manager Deborah Green agreed, saying that judging from the number of unsold party dresses, a lot of women made do with what they had during the 2008 and 2009 holiday seasons.

But not this year. With the economy on the mend, Green said women seem more willing to spend a little extra on themselves.

"I've noticed evening wear, festive wear, party wear -- it's all moving faster this year," Green said. "Women are saying, 'I wore the same dress for the last two years, and I want a new one this year.'"

"I think it's a little bit of financial-prudence fatigue," Havens said, adding sales of women's clothing has been on the rise for the last couple of months at Kildonan Place. And they're showing no signs of slowing as the Christmas shopping season kicks into high gear.

Earlier this month, retail analysts predicted recession-battered Canadians would still be reluctant to shop this holiday season, as their spending spirits are dampened by unseasonably warm weather, high consumer debt loads, and shaky consumer confidence.

But there was no sign of that this past weekend in Winnipeg.

Havens and Green said the last weekend in November is considered the official kick-off to the Christmas shopping season in Manitoba, and this year it's off to a hot, happy start.

Where to shop?

Here are some of the highlights from a recent survey conducted by Ipsos Reid on behalf of PayPal Canada:

-- The average Canadian consumer plans to take five trips to the mall this year and spend 11 hours shopping for family and friends.

-- That's despite the fact about one-third of them (34 per cent) would prefer to spend their time with family, relaxing (29 per cent) or baking and decorating their home for the holidays (26 per cent).

-- Fifty-four per cent also said they will be avoiding the holiday squeeze at the malls by doing at least some of their shopping online. That number rises to 74 per cent among Canadians 18-34 years of age.

-- Some of their biggest holiday shopping peeves are: crowds and lineups at the till (49 per cent), not being able to find a unique gift (14 per cent), discovering the item they want is not carried or is sold out (10 per cent), overspending (10 per cent), and looking for parking (seven per cent).

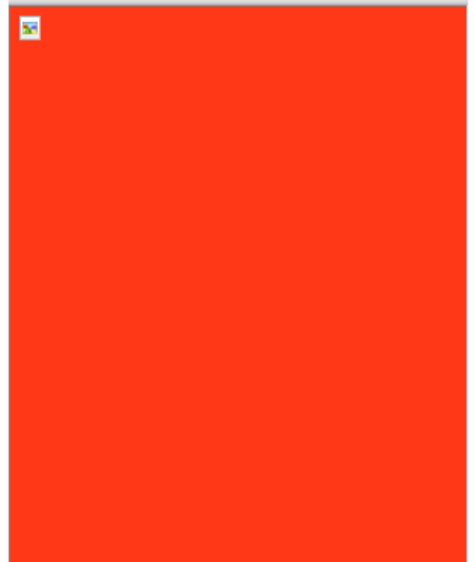
-- Source: PayPal Canada

A A A Make text: [larger](#) | [smaller](#)

TOP JOBS

[POLITICS](#) | [SPORTS](#) | [BUSINESS](#)

OUR COMMUNITIES



POLL

Have you taken steps to prepare for higher mortgage rates?

- Yes
- No

[View Results](#)

MOST POPULAR

[MOST VIEWS](#)

[MOST COMMENTS](#)

[MOST EMAILS](#)

"It was absolutely crazy in here on both Friday and Saturday," Green said, adding year-over-year traffic counts were up more than six per cent on Friday and nine per cent on Saturday.

"I worked all weekend and it was as busy, if not busier, than Boxing Day," said Sarah Hutchings, assistant manager of the Club Monaco store in the Polo Park mall.

Hutchings expected it to be busy because of the deals the store was offering -- an additional 30 per cent off all sales items in the store.

"But I don't know if I was expecting it to get as chaotic as it got," she said, adding they had 1,100 shoppers through the store on Friday and 1,300 on Saturday.

Cindy Shack, marketing director for the city's second biggest regional mall -- St. Vital Centre -- said their official traffic numbers weren't available yet. But it sure seemed busier than usual, she said.

The retailers said two key factors seemed to be fueling the weekend spending spree: the arrival of winter and a plethora of Boxing-Day-style sales and promotions as local retailers went all out in a bid to discourage Manitobans from flocking across the border to take advantage of Black Friday bargains being offered in U.S. stores during the Thanksgiving long weekend.

Even independent retailers like Advance Electronics were getting into the act, cutting prices on a variety of Sony televisions and throwing in complimentary Blue-ray players and home-theatre packages.

Store manager Barry Olinyk said the strategy seemed to work, because the Advance store on Portage Avenue was busy all weekend as bargain-hungry shoppers snapped up things like big-screen televisions, smart phones and home-theatre systems.

murray.mcnell@freepress.mb.ca

Republished from the Winnipeg Free Press print edition November 30, 2010 B5

[Recommend](#) [Sign Up](#) to see what your friends recommend.

[PRINT](#) [E-MAIL](#) [REPORT ERROR](#)

0 Comments

Sort by: [Newest to Oldest](#) | [Oldest to Newest](#) | [Most Popular](#)

The comment period for this story has ended.

FOLLOW



BREAKING NEWS ALERTS

Sign up for our new Breaking News Alerts



EDITOR'S BULLETIN

Sign up for daily bulletins



WINNIPEG ROAD CLOSURES

Check if your commute is affected



BLOGS TO WATCH

We pick our favourite local blogs for you to follow



BREAKING NEWS WIDGET

Create and embed a Winnipeg Free Press breaking news widget on your site or blog



TWITTER

Follow our reporters and news feeds on Twitter

ADS BY GOOGLE

[Back to Top](#)
[Return to Business](#)

2. [Neighbour's ignore pleas as woman dies](#)
3. [Putting brakes on elderly drivers](#)
4. [Foreign Affairs asking Mexico to investigate allegations tourist raped in jail](#)
5. [In light of recent reports of violence in Mexico, would you holiday there?](#)
6. [Barper says he personally favours death penalty but won't reinstate it](#)
7. [Owner Dip-Dops: MS River Rouge will cruise fleet again](#)
8. [Get the message out: you're single](#)
9. [New stone-cladding woes, another big building fix](#)
10. [Man in works to subsidize cost of installing sump pumps, backwater valves](#)

[TOP COMMENT](#) [TOP RANKED COMMENTS](#)

Don't tick off seniors or you will just cause a real problem on the roads. Remember we have the time to band together then drive as a group, at the speed limit, on any major artery during any rush hour we want and for as many days as we want.

Posted by: [LWoodie](#)
Article: [Putting brakes on elderly drivers](#)

EVENTS

Submit an Event

January 19, 2011 [Search Events](#)

PREVIOUS 1 OF 8 NEXT

Brief Encounter

After a chance meeting with a doctor evolves into a spell-binding romance, a married woman must choose between the family she loves and the man who has reawakened her passion for life. Laura and Alec ...

[View Full Event information](#)

WED	THU	FRI	SAT	SUN	MON	TUE
19	20	21	22	23	24	25

