

Retailers Weigh In on the Heat Wave

by Natasha Bodily

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David Zaken

Photo By Courtesy Photo

David Zaken, owner, David Z. in New York

How has heat affected business? It does affect [business], because it affects every human being, and traffic is a little light. Nobody is really looking for new shoes unless you must have it. Most people would rather be at the beach today or next to a pool. You can see it on the [customers'] faces. It's tough; we've definitely experienced a little slowness in the business.

David Sugg, buyer, Shirise Women's Shoes and Accessories in Glencoe, Ill.

How has heat affected business? We're still a destination shop; they're still coming to us. At least we have the air conditioning running full blast. We complain — it's too cold, it's too hot. But this is also Chicago, and we're right by the lake. Ten minutes ago a fog came in and it was a cold mist, and now there's nothing.

Jeff Langner, CEO, Morgan's Shoes in Madison, Wis.

How has heat affected business? We're in a shopping center, so I think it slows things down a little bit. But I think in a way, versus a street store, it gives you a place to go and not sweat. It's 90-something degrees and it feels like a hundred-something with the humidity, and after the asphalt