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## CHRISTMAS SHOPPING SEASON DECLARED OPEN

Retail NZ has marked three months before Christmas by officially declaring the Christmas shopping season open.

"Today marks three months prior to Christmas and is traditionally the time that we start seeing Christmas decorations appear in the shops," Retail NZ Chief Executive Mark Johnston said today. "We hear that some families have already started their Christmas shopping, and we're expecting momentum will build substantially over the next three months, with around \$17 billion being spent by consumers in the lead-up to the big day.

"There are many good reasons to start your Christmas shopping early," Mr Johnston continued. "Families needing to send presents overseas shop early to take advantage of cheaper economy postage rates, but there are great deals around at the moment in many stores, and there are bargains to be had".

Mr Johnston said that Retail NZ is continuing to promote the benefits of shopping locally in the lead-up to Christmas. "When you shop online or in-store from a New Zealand business, you know that you're going to get what's promised, and that you can take something back if there's a problem or if it's not fit for purpose. Our #BuyKiwi campaign will continue in the run up to Christmas, promoting the benefits of buying locally from great Kiwi stores and retailers".

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