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Media Scans- Buffalo- New Era Cap Company

\*All summaries contain a hyperlink to the actual article\*

**New Era Cap Company**

New Era on the “Cat Walk”
A new trend was spotted at New York fashion week. [Reuters](http://www.reuters.com/article/2011/09/15/fashion-newyork-idUSS1E78D2ET20110915) reported about a new style for women known as “urban sport” and “athletic chic”. Many designers made women’s sportswear fashionable by adding new textures and colors and many women were intrigued by the new look. New Era would want to “jump on the bandwagon” and create more pieces for women in order to make a profit and appeal to a bigger crowd.

New Era Spotted Off the Field
New Era caps on normally seen on the field, or at least my young males, but they may want to think about targeting young women as well. [Fabsugar](http://www.fabsugar.com.au/Review-Pictures-Karen-Walker-Runway-Show-2012-Spring-Summer-New-York-Fashion-Week-19065648) just released an article on New York fashion week and baseball caps we listed as one of the hottest accessories for women. This new trend could definitely help New Era’s market.

New Era Cap Company: the New Superhero
All comic fans are rejoicing, because [Comic Book Resources](http://www.comicbookresources.com/?page=article&id=34432) has just announced that DC Entertainment and Rocksteady Studios will collaborate with New Era Caps to create a Dark Knight inspired cap. During the New York Comicon event the “Arkham Cap” will be debuted. This collaboration with DC Entertainment opens a whole new door for New Era and will hopefully bring more attention to their products.

New Era and Martin Group on the Rise
According to [WKBW News](http://www.wkbw.com/news/business/City-planners-to-take-up-Martin-Group-plan--129290713.html) reported that Martin Group, an advertising and marketing agency in Buffalo, has recently filed to get a 1,500-square-foot-expansion to their building. New Era Cap Company, a client of Martin Group, has also been experiencing a growth within their company. New Era is adding 70- 140 new jobs to their headquarters, and the Martin Group is up to 35 employees. This news is extremely good for both companies.

New Era Announces Global Creative Project
[Fuel the Future](http://fuelthefuture.adweek.com/video/may-the-best-cap-win/10398/) “tipped their hats” to New Era Cap Company for the release of their new 59fifty Global Creative project. New Era is holding a contest to allow people to design a new New Era cap. The winner of the contest will have their design featured in a gallery, book, and will get a chance to win $3,200 in scholarship money. This contest is a great idea for New Era; it opens their market up to more than just caps, but also art, and gets people interested in the product.

Base Caps Trend Again
Attention all fashion forward men, or those just trying to be, [The New Zealand Herald](http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=10749958) has just printed an easy to follow list on ten ways to update your wardrobe, and baseball caps made the list! Baseball caps are back in style, but don’t worry, trucker hats won’t be trending again anytime soon, its flexible fitting caps that are all the rage. So whether you’re trying to cover that receding hairline or you’re just heading out to the park, throw on a baseball cap and you’ll be doing it in style. The popular demand of baseball caps could be good for New Era’s sales.

 **Economy**

US Workforce Hits Low Percentages
[MIT News](http://web.mit.edu/newsoffice/2011/manufacturing-event-pie-0916.html) announced that less than ten percent of the US workforce is now employed by manufacturing jobs. Although manufacturing plants are needed to make products, with such a bad economy people are not buying and spending like they used to. This puts New Era in a bad position because caps are definitely not the most important thing on the list during a bad economy.

European Debt Crisis restrains the Unite States
[Bloomberg Businessweek](http://www.businessweek.com/news/2011-09-15/manufacturing-in-philadelphia-area-contracted-in-september.html) wrote an article on the manufacturing economy. In the article the European debt crisis is mentioned and how its continuation will keep restraining United States production. A bad economy will not help New Era’s production and manufacturing, because people have more important things to invest in.

Auto and Furniture Sales Show Promise
[Associated Press](http://www.google.com/hostednews/ap/article/ALeqM5jXG17qsJ_FGpe9bKpme8ZjuV7SIQ?docId=a2c188fdd1d746e0a2bfd1d63342fa29) reported that in August the manufacturing economy was relatively weak. Auto and furniture makers showed some strength, but textile, chemical, and paper producing factories were still low. New Era will not benefit unless the economy is high

Dismal Views on the Economy Plague New York
According to [WNED](http://www.publicbroadcasting.net/wned/news.newsmain/article/1/0/1849479/WNED-AM.970.NEWS/Poll.Shows.Economic.Pessimism.Among.New.Yorkers) News, in Buffalo, NY, a new research poll has emerged detailing civilians to have cynical attitudes toward the economy and government, not only directed at New York, but towards the country as a whole. Many New Yorkers see no bright light in our economy’s future, and think the best days are long gone. A bad economy in New York will most definitely affect New Era’s sales.

 **Competitors**

Under Armour Plans to Expand
[The Baltimore Sun](http://www.baltimoresun.com/business/bs-bz-under-armour-expansion-20110915%2C0%2C4115104.story) announced that Under Armour plans to double the size of their headquarters located in Baltimore. They plan on adding 400,000-square-feet to the firm, this will possible create over 1,000 new jobs at Under Armour. The fact that sportswear is so popular is good for New Era, but it also creates stiff competition between sportswear manufacturers.

Sports Game or Parade: the Debate on New Uniforms Continues to Grow
[The Washington Post](http://www.washingtonpost.com/sports/college-football-uniforms-are-getting-more-outrageous-thanks-to-nike-under-armour/2011/09/14/gIQAuX6oSK_story.html) just released as article discussing how ridiculous sports uniforms are becoming because of Nike and Under Armour. The article is about the outrageous cost and flashiness of new uniforms; the writer thinks the need for fashion in sports is ridiculous. The demand for fashionable products in sports can be good for New Era, because they make hats, not uniforms, so they can keep costs low, but still make a profit because there is a demand for their product.