

Biiwii Commentary

eResearch Corporation is pleased to provide an article, courtesy of Biiwii.com, and written by Heisenberg, with a link provided to its website.

The article, starting on the next page, is entitled: **“Apparel Stocks Plunge As Amazon Delivers Another Gut Punch”**

Biiwii.com was created in mid-2000 solely as a way to help get the message out about deeply-rooted problems about too much debt and leverage within the financial system. The concerns were confirmed and the message proved justified 3 to 4 years later as the system began to purge these distortions, resulting in a climactic washout extending from October, 2008 to March, 2009.

Along the way, a geek-like interest in technical analysis, a long-time interest in human psychology, and various unique macro market ratio indicators were added to the mix, with the result being a financial market newsletter (and dynamic interim updates), Notes From The Rabbit Hole (NFTRH) that combines these attributes to provide a service that is engaged and successful in all market environments by employing risk management first, and opportunity for speculation second.

But It Is What It Is: You can access Biiwii at its website: www.biiwii.com.

Notes From The Rabbit Hole: You can access NFTRH at its website: www.NFTRH.com

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Apparel Stocks Plunge As Amazon Delivers Another Gut Punch

By [Heisenberg](#)

Jeff Bezos is going to drive every retailer on the planet not called “Amazon” out of business if it’s the last thing he does, goddammit.

And if you do manage to stay in business, he’ll just buy you.

Fresh off snapping up Whole Foods – throwing the future of brick and mortar grocers into question in the process – Amazon is apparently rolling out something called “Prime Wardrobe”.

This is how it works (via TechCrunch):

*Amazon’s latest perk for Prime members could make us more stylish by letting us buy everything that catches our eye and return what doesn’t fit. Today Amazon revealed **Amazon Prime Wardrobe**, which is currently in beta, but you can **sign up** to be notified when it launches*

First you pick at least 3 items and up to 15 from over a million Amazon Fashion options including clothes, shoes, and accessories for kids and adults to fill up your Prime Wardrobe box with no upfront cost. Brands available include Calvin Klein, Levi’s, Adidas, Theory, Timex, Lacoste, and more.

Once the Amazon Prime Wardrobe box arrives, you can try on the clothes for up to seven days. Then you either schedule a free pick-up or drop the resealable box with its pre-paid shipping label at a nearby UPS to return whatever you don’t want. Keep three or four items from the box and get 10% off everything, or keep five or more for 20% off. You only pay after for what you keep, with no charge up front. Amazon Prime Wardrobe is free for Prime members with no extra fees.

Here is the fun reaction in names like Tailored Brands, Ascena Retail, and Finish Line:



<continued>



And note the rather precipitous decline in the S&P Super-Composite Apparel Retail index:



There is a lot more one could say about this, but really, it is as simple as this: “brick and mortar” is now “brick and martyr.”

Biiwii/NFTRH on the Web

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Biiwii: But it is what it is

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