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### **NEX Customers Get Spring Fashion Trend Information**

NEX customers can get information on the latest spring fashion trends without ever leaving their homes. The Navy Exchange Service Command (NEXCOM) fashion buying and advertising teams created a multi-media site to show customers what fashions and trends are important for spring and get a glimpse of what is available for purchase either in stores or online.

What's Trending Now, located on the right hand side of the NEX web store at [www.mynavyexchange.com](http://www.mynavyexchange.com), gives customers insight on what fashions, styles and colors will be hot for spring. Customers can either see the examples through high quality color photos or through a short video produced for each spring fashion segment.

"What's Trending Now was designed to complement our spring fashion sales by using video and alternative product views to expound upon the trends mentioned in the print flyer," said April A. Delossantos, NEXCOM's Marketing Communications Coordinator, E-Commerce. "We are not only showing customers how to wear the trend and why they should wear the trend, but we are also responding to the increasing number of ways that our customers shop and consume information."

NEXCOM plans to create similar marketing pieces in the future on other products sold within the NEX. Each marketing piece will be tailored towards its corresponding sales event.

"Our next effort will be focused on our Sight and Sound event in May," adds Delossantos. "We are excited to work with our electronics team to create a similar multi-media site that will give the customer the opportunity to heighten their understanding of the emerging technologies that are coming out of the TV, audio, computer and video game arenas."

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#### **About NEXCOM**

The Navy Exchange Service Command (NEXCOM) oversees 104 Navy Exchange (NEX) facilities and nearly 300 stores worldwide, 40 Navy Lodges, Ship's Stores, the Uniform Program Management Office, the Navy Clothing Textile and Research Facility and the Telecommunications Program Office.

NEXCOM's parent command is the Naval Supply Systems Command. NEXCOM's mission is to provide authorized customers quality goods and services at a savings and to support quality of life programs for active duty military, retirees, reservists and their families. NEXs and Navy Lodges operate primarily as a non-appropriated fund (NAF) business instrumentality. NEX revenues generated are used to support Morale, Welfare, and Recreation (MWR) programs. In FY10, \$2.6 billion in sales were generated with \$48.4 million in dividends provided to Navy MWR programs.