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Retail Report

## Stores scramble to stock Seahawks merchandise after team's surprise playoff victories

To attract the 12th Man, Jeff Scoma's five Seattle Team Shop locations took delivery of 5,000 Seahawks shirts and hats this week.



By **Melissa Allison and Amy Martinez**  
*Seattle Times business reporters*

Odds makers in Vegas aren't giving the Seattle Seahawks much of a chance against the Chicago Bears at Soldier Field on Sunday, but that hasn't stopped shopkeeper Jeff Scoma from doubling down on blue-and-green sportswear.

To attract the 12th Man, Scoma's five Seattle Team Shop locations took delivery of 5,000 Seahawks shirts and hats this week.

Sales of Hawks merchandise are up more than 50 times compared with a year ago after Seattle's division-clinching win Jan. 2 over St. Louis and its stunning 41-36 victory Saturday against New Orleans, Scoma said.

"Our Seahawks merchandise had dwindled down to not much of anything after the holidays. The team was doing OK, but not spectacular," he said. "Everything we've brought in the past two weeks had to be next-day-aired."



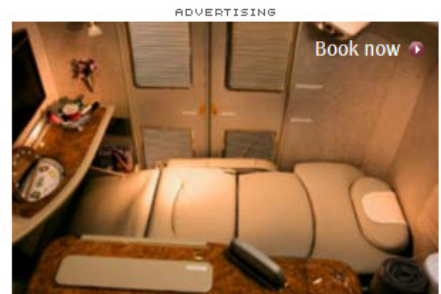
[enlarge](#) COURTNEY BLETHEN RIFFKIN / THE SEATTLE TIMES

The Hawks are in the divisional playoffs, and QFC stores are celebrating with a cake decorated in team colors.

### Video

**Snow and ice throughout Seattle on Thursday**  
Scenes from around Seattle people cope with the snow, and freezing rain on Thursday, January 19, 2012.

- Raw video: Skiers at Kerry Park**
  - Snow falls throughout Seattle on Wednesday**
  - Crews work to keep Sea-Tac Airport running in the snow**
  - Bob Condotta and Jerry Brewer break down UW's performance in the Alamo Bowl.**
  - How to cook squirrel risotto**
- [More videos](#)



Non-stop daily Seattle to Dubai begins March 1st.

### Tidbits

Hairstyling studio **Swink Style Bar**, which opened in downtown Seattle in fall 2009, is expanding to University Village. Owners Natalie Angelillo and Jacquie Byrne plan to open their second location at the Seattle shopping center this spring. Swink Style Bar, which calls itself a blow-dry bar, offers hair styles for about \$30 in 30 minutes. — AM