

Overheard: A Gadget Victory

HEARD ON THE STREET NOVEMBER 30, 2009

How the gadget stole Christmas? Deeply discounted electronics such as cameras and laptops were the main attraction of the holiday season's kickoff weekend. Word is that department stores and apparel shops are upset about losing traffic to the likes of [Best Buy](#) and [Wal-Mart Stores](#).

But it is early to declare a high-tech victory. Lisa Walters of consultancy Retail Eye Partners says marquee electronics deals sold out quickly, with early-morning shoppers sticking to purchasing plans. Unfortunately, such deals tend to carry very low margins or even force retailers to incur losses. With Black Friday's sweetest offers gone, some electronics stores emptied out by midmorning.

Now what? Shoppers won't be back in force until the days just before Christmas. Retailers may be unhappy about the slow start, but most have managed inventories well enough to avoid a last-minute fire sale. Electronics shouldn't spoil the season for everybody else.