



Chart of the Day Try Urban Outfitters on for size \$URBN

July 17, 2025

Scott reviewed Urban Outfitters (Ticker: URBN), noting its steady uptrend above the 50-day moving average. Although the stock is currently facing resistance around the 8-day and 21-day EMAs, Scott highlighted a clearly defined downward sloping trendline and suggested a breakout above the \$72.60 level could present a trading opportunity. He described the recent price action as constructive, with the stock bouncing off intraday lows and holding above key support levels. While a breakout hasn't happened yet, Scott advised keeping URBN on watch for a potential move out of consolidation on volume.

Next Steps:

1. Members to set alerts for URBN near the \$72.60 level to watch for a breakout above trendline resistance.
2. Traders to monitor volume for confirmation on any breakout attempt.
3. Investors to continue tracking URBN's behavior above the 50-day moving average as a sign of trend strength.
4. Members to avoid premature entries and wait for a clear close above resistance.
5. All participants to maintain a watchlist of retail sector stocks showing similar consolidation patterns.
6. Traders to continue focusing on setups with clear support and defined risk.

Transcript:

0:02: Hey everyone, good evening.

0:03: It's Scott at Scottrade's on X with Stock Marketmentor.com and your chart of the day.

0:10: Wanna take a look at Urban Outfitters?

0:12: This is Ticker URBN.

0:15: Now Urban Outfitters is a retail location.

0:18: They sell clothes and home items.

0:21: Hey, they even sell frog-shaped bath mats.

0:26: Now, I probably won't be allowed in my house to buy a frog-shaped bath mat, but I might be able to buy this stock because I like the chart here on Urban Outfitters.

0:38: It's in an up trend versus the 50 day moving average, and while it is finding resistance in an Around the 8 day and 21 day, I can see a pretty clear down or sloping trend line where we have a level that I'd like to see urban outfitters get above and stay above.

0:56: So I think it makes sense to have an alert on urban at around 7260.

1:02: And look for a move out of this consolidation coming on volume.

1:07: Now today's price action pretty constructive.

1:10: It came off the lows and is still holding well above the 50 day moving average.

1:15: So even if it doesn't break out tomorrow, I still think this is a stock you want to watch for a move out of consolidation.

1:22: So that's just one of many things we're looking at tonight over at Stockmarket mentor.com.



1:28: I hope it's helpful, and I'll see you next time.