

THEMEDNEW

*A New Brand for Sustainable Fashion
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EXPECTATIONS OF RETAILERS

KEY NOTE SPEAKER 2:

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TEX-MED ALLIANCES



Agenda

- Positioning of the brand
- Retail Landscape
- How to Show the Collection and When
- What does a Buyer look for

Positioning of Brand

- Driven by the designer's vision
- The more clear and intrinsic in the product, the easier to implement
- What is the inspiration?
- What other designers are taken as a point of reference?
- What is the price positioning? This also leads to the quality level
- What does the brand stand for?
- What is the target customer?
- Prepare yourself on competitive products

RETAIL LANDSCAPE

MONO BRAND

Depending on the strategy of the brand it is wise to open a Mono brand store once the brand becomes more established. Mono brand requires the brand to have a solid infrastructure and financial backing in order to support costs.

MULTI BRAND SPECIALITY STORES

Based on the country where the brand wants to distribute, this is still one of the most important channels of distribution for smaller brands looking to establish themselves:

- it gives the brand visibility
- it helps position the brand based on the type of retailer and other brands that are present
- the brand can rely on the multi brand's client base
- the brand can test and learn
- the brand can leverage and benefit from the social and communication strategy proposed by the retailer

RETAIL LANDSCAPE

DEPARTMENT STORE

(In some countries Department stores are the only multi brand channel that makes sense, for example the US which lacks in multi brand specialty stores).

Department stores are very demanding when dealing with brands:

- Nowadays they rarely buy - usually they ask for 100% return of unsold merchandise, or to have products in consignment, or to have a sell-through guarantee
- They need to make sure the product fits within their mix - This is the only way they can make a statement and speak to the right client
- They need to have the right department for the product, otherwise it will get lost in the middle of many products.
- Department stores have huge traffic and can still give the best visibility to brands, by far
- Department stores contribute in positioning the brand

Department stores have very strong client bases and are very skilled in communication and all social platforms

Department stores can run stories (for example if all of you together present yourselves they can dedicate a space and present the TEXMEDALLIANCES project)

ONLINE

- Online is really a mixture of all of the above.
- They clearly have the strongest social network impact and are strongly driven by savvy, well educated technology driven fashion followers
- They have enormous flexibility on merchandising collections online and, as a result, can gear the product with very clear and precise accuracy to the interested customer

HOW TO SHOW THE COLLECTION AND WHEN

Multi brand Showrooms:

Riccardo Grassi

247 Showroom

Rainbow Wave

Papermache Tiger

Parrot

Findings

Victor Showroom

Massimo Bonini

Fashion Fairs - during Paris or Milan Fashion week:

Tranoi, Paris

Premiere Classe, Paris

Atmosphere, Paris

White, Milan

HOW TO SHOW THE COLLECTION AND WHEN

- Specific market weeks linked to Fashion weeks:

Market weeks usually begin during fashion week and last up until a month after depending on the brand

- Timing of Fashion weeks - Spring/Summer and Fall/Winter

Women's SS:

- New York 9-14 September
- London 16-20 September
- Milan 20-26 September
- Paris 26 September - 4 October

- Women's FW:

- New York TBD beginning of February 2023 usually 2nd week
- London TBD after New York usually 3rd week of February
- Milan TBD after London usually 4th week of February
- Paris TBD end of February beginning of March

TIPS - WHAT DOES A BUYER LOOK FOR

Strong point of view

The collection must have a point of view in order to gain interest from buyers

Strong presentation

How you present your product, how you merchandise it, what kind of room and visuals you choose can have an impact that can be far superior to the product itself

Professionalism, structure even if small brand, strong project behind the brand i.e.: stability

When Buyers are looking to invest money and space, they want to be sure that the foundation of a brand has a strong essence, that the motivation behind the designer is authentic and that the passion comes through.

They want to make sure that there is also a stable and serious project, ready to stand behind whatever the need may be.

Creating a need

No one needs another brand on this Earth right? No one needs fashion right?

What we do need however is a dream, this is what we sell, right?

So what does your brand stand for? What is the need you are creating?

These are very important questions that you need to be able to answer to yourself and subsequently articulate in front of a Buyer or a retailer.

Why should they be buying your product?

Build your story!

TIPS - WHAT DOES A BUYER LOOK FOR

Building a story

Today's world is hungry for stories. Stories can sometimes be more important than the product itself.

Build your story - this is an essential part of your product.

The story itself will automatically be your most important communication asset.

Storytelling can support your purpose, your brand's purpose.

Use it to propose your brand as a Novelty

Filling a void

Very often Buyers may be looking to fill a void in their assortment.

In order for you to be successful in selling your product you need to know who you are talking to, what is that specific retailer like?

What service can your product do to their customer?

How can you contribute to their assortment?

How can you fulfill their customer's dream or need?

Quality and price

A good Buyer will understand quality and value

Never underestimate the experience that a Buyer has

Remember that Buyers see A LOT of products, and not only, they also know what they can sell

Prepare yourself, know what other products the Buyer deals with, prepare yourselves on other brands.

TIPS - WHAT DOES A BUYER LOOK FOR

Margin

The Buyer's mission is to create the best possible assortment

The Assortment must be functional to what they want to merchandise

Their scope is to have the products delivered at the right time and position it for the right customer

They must sell through what they buy

Last and of most importance, they have to bring MARGIN to the company.

Staffing from the Brand

If a Buyer feels that the product needs particular attention they will ask you to provide your sales staff


This helps the Buyer in selling through and it helps you in making sure that you get the right message across

Building sales potential

Whatever you can provide the Buyer with is essential in order to build the sales potential

Training and training material is a large part of this

Communicative materials are also very important - look books, images...



Remember that a Buyer's job is also that of scouting for new collections and not only, it is also to give advice on how to improve collections.....so always listen to what he/she has to say.....

*Last but not least,
The buyer builds their collection with
the aim of having NO RISK!*

THANK YOU

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