

# BUILD YOUR *Fashion* BRAND

Digital Series for Emerging Designers

StartUp  
FASHION



PR COUTURE  
Fashion PR & Media Strategy

## Part 1

Is a Showroom a Sensible Business Decision?

# Welcome to Build Your Fashion Brand

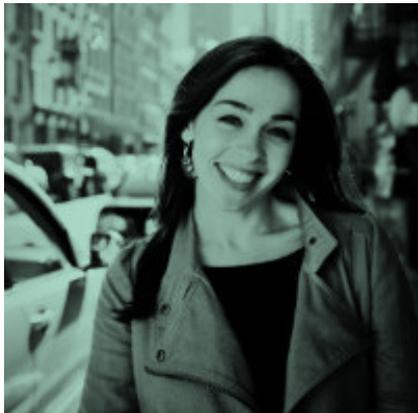
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## Spring/Summer Series

- Part 1: Is a Fashion Showroom as Sensible Business Decision?
- Part 2: Secrets of Celebrity Placement
- Part 3: Tradeshow Tactics and Tips

# Build Your Fashion Brand Besties

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■ Nicole Giordano

StartUpFashion.com @startupfashion



■ Crosby Noricks

PRCouture.com @prcouture

# Guest Experts

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Christopher Crawford, Founder of [Commune Showroom](#)



Passionate about nurturing emerging designers, Christopher draws upon his years of first-hand industry experience to help clients turn their design genius into commercial success.

With an unparalleled network and as a pioneer of private label, his work has helped clients build multi-million dollar branded and development businesses with coveted blue-chip retailers worldwide.

Kajal Sanghrakja, Founder of [Fashion Coefficient](#)



Kajal is the founder of Kajal London which specializes in online retail of designer and vintage eyewear based out of London and New York. Prior to launching, she completed her MBA at Columbia and spent 6 years in strategy, finance and operations consulting.

Blending her business background and fashion industry experience, she also advises select independent brands on business planning, finance and operations through her consulting company Fashion Coefficient



# Showroom Basics

Know whether you're ready for a fashion showroom.

# What is a Showroom

A showroom is a space dedicated to displaying the work of one or more designers where buyers, editors, and other members of the industry can visit to view the labels' latest collections.

The buyers and press that visit the showroom deal directly with the fashion rep or reps of the showroom, not the designers themselves.

Showrooms can be brick and mortar locations or online platforms.

## Showrooms- Brick & Mortar

- COMMUNE NYC
- debut NY
- Hatch- LA, NY, Dallas
- Showroom Seven- LA, NYC, Paris

## Showrooms- Online

- Modalyt
- NuOrder
- Agorique
- Balluun

## Showroom Directories

- [LA Fashion District](#)
- [NYC Fashion](#)

## How a Showroom/Sales Rep Can Help

- Adds credibility to your brand
- Provides access to buyers
- Increases exposure of your brand to editors and bloggers
- Cultivates relationships with stylists
- Provides sales expertise
- Organizes meetings and showings of your work
- Produces creative events to further extend your brand reach. (i.e. Friends and Family Sales)

## What a Showroom/Sales Rep Cannot Do

- Hand over their network's contact information
- Guarantee sales
- Guarantee press placement

# How to Know If You're Ready

- Do you have a strong handle on your brand identity/ brand story?
- Have you done your market research? Do you know who your customer is?
- Do you have samples made?
- Do you have the proper marketing materials ready?
  - Lookbook
  - Line sheet
  - Press Clippings/ Press Kit
  - List of current stockists
- Do you have the budget to work with a showroom/sales rep?
  - Monthly payments of \$1000- \$3000
  - Percentage of sales made (10% - 18%)
  - Bonuses for sales targets surpassed
- Can you commit to a showroom/sales rep for an extended period of time?
  - 6 months is standard



# Choosing a Showroom

Learn which showroom is right for your brand.

## Showroom Research

- Make a list of brands you align with or hang with and research if/where they're represented
- Talk to other designers who work or have worked with a showroom/sales rep
  - What do they like about this showroom
  - What do they dislike about this showroom
  - What have they learned by working with this showroom
  - How has the showroom helped them to be successful
- Talk to the owners/buyers at boutiques that fit your aesthetic
- Attend trade shows and visit showroom booths
- Visit showrooms (if open to the public)

## Showroom Research, Cont.

- Create a list of possible showrooms and research:
  - What brands does the showroom currently represent?
  - In what stores are these brands currently carried?
  - With what buyers/stores does the showroom have relationships?
  - What kind of events is the showroom participating in? (i.e. tradeshows)
  - Do they have offices in other cities/countries?
  - What is the background/experience of the reps
  - Is the showroom well respected in the industry

# Questions to Ask a Showroom

- What am I, as the designer, responsible for regularly?
- How often will we communicate? (weekly, monthly)
- How will we communicate? (in person, Skype, phone)
- How should I expect to receive feedback from buyers to improve my brand?
- How will we will measure progress and openly discuss what is and what is not working for my brand?
- Is there an element of mentorship/education that is offered?
- Do you offer help with production process/ merchandizing matrix?
- Can you share a best/worst case scenario for 1<sup>st</sup> market revenue?



# Showroom Success

How to make sure that the relationship helps you and the showroom prosper.

## Build a Relationship

- Make sure that there's trust
- Remember that your success impacts the showrooms success
- Work with the showroom/sales rep not against them
  - Share leads
  - Make introductions
- Don't be afraid to communicate your concerns
- Be appreciative of the successes

## Have a Contract

- Review the showroom contract with your lawyer
- Make sure you're comfortable with the length of the commitment
- Review and fully understand the financial output

# 5 Musts for Showroom Success

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1. Fully understand how the showroom is able to help your brand
2. Research showrooms extensively to find one that is a good fit for your brand
3. Communicate regularly
4. Don't be afraid to ask questions
5. Build a relationship with your showroom and establish trust



Q&A

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Thank You!