HOW TO FIND THE RIGHT RETAILERS FOR YOUR PRODUCT

FASHION BRAIN ACADEMY

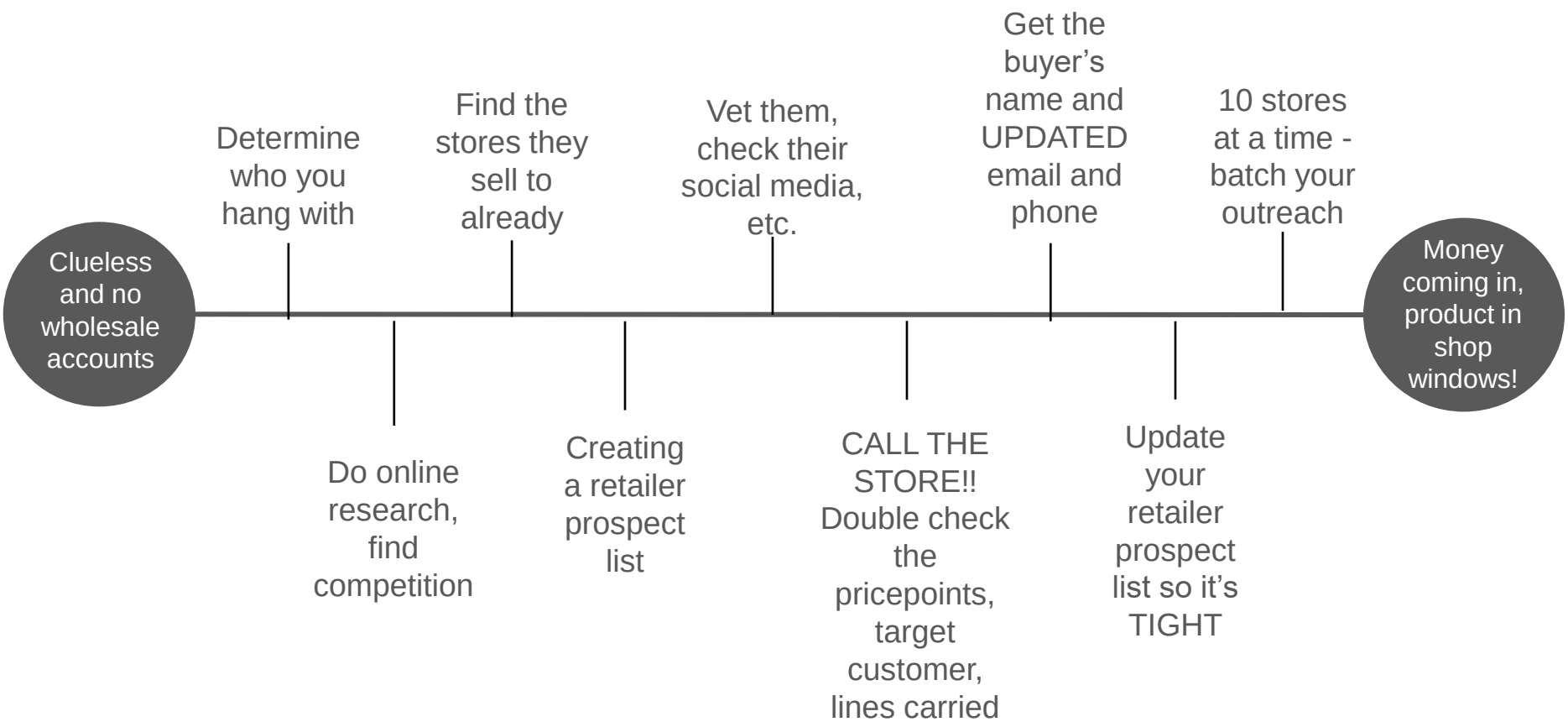
SELF
PARK

GATHER
HOME+LIFESTYLE

ANE HAMILL
dress fancy
dress shop
J A N E
H A M I L L

SELLING TO RETAILERS

STEPS TO FINDING RETAIL STORES



HANDOUT: WHO DO YOU "HANG" WITH?

Who Do You Hang With?

Retailers will ask who you "hang with" so they can get an idea of what market you're in. They want to know, specifically, what other brands would complement yours in their store – meaning what lines they would hang next to yours.

It's a quick way for a retailer to understand if your line will fit their target customer.

How to determine who you "hang with"

Exercise #1

- Imagine you go to your ideal customer's house. Make sure this is your "perfect" customer, not just someone who could buy your line
- Take a peek into her closet
- Look around and see what other brands are in there
- Check for your product category (if you sell dresses, what other dress lines does she wear?) as well as other categories, like shoes, and jewelry
- Make a list of brands that complement your collection
- This list is who you hang with

My list of brands from exercise #1:

1.

2.

3.

4.

5.

KEEP IN MIND

Brands you “hang with” don’t have to be in your same product category

Dannijo Jewelry

+

Sisters of the Black Moon

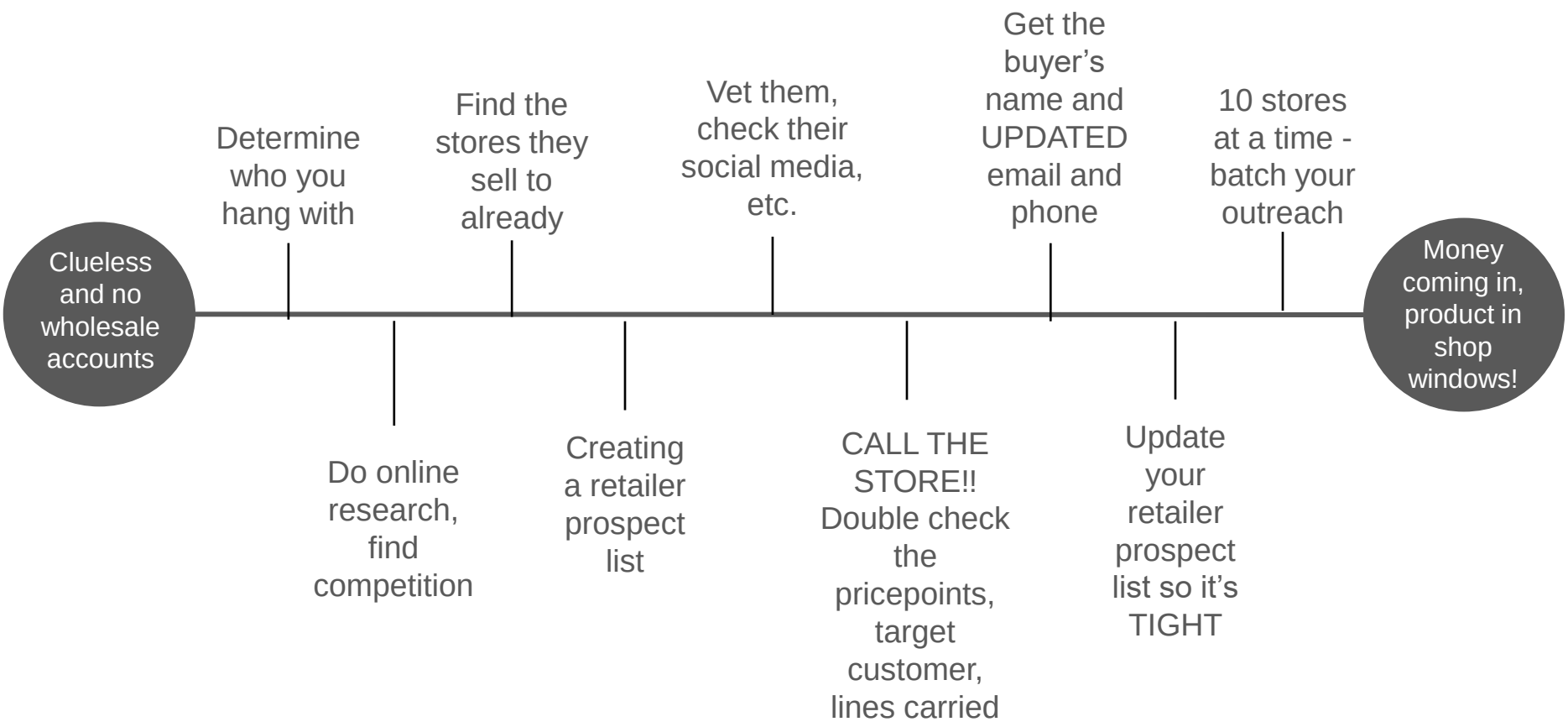
RETAILER PROSPECT LIST

FASHION BRAIN ACADEMY

RETAILER LIST

Name of Boutique	Website	Address	City	State	Zip	Owner	Buyer	Contact Number	Email Address
Satine Boutique	http://www.satineboutique.com/	8134 W. 3rd St	Los Angeles	CA	90043	Jeannie Lee		323 655 2142,	info@satineboutique.com
Terra Cotta Boutique	http://terracottasavannah.com/	34 Barnard Street	Savanah	GA	31401	Christine Chiappone		912.236.6150	TerraCottaSavannah@gmail.com

STEPS TO FINDING RETAIL STORES



HANDOUT: RETAILERS SALES SPREADSHEET

Retailer Sales Spreadsheet - EXAMPLE

RETAILER	LOCATION	CONTACT	CONTACT NUMBER	EMAIL	NOTES	TIMELINE FOR APPTS	OUTREACH 1	OUTREACH 2	OUTREACH 3	OUTREACH 4
Illinois										
Store Name	Store Address	Person to coontact + descriptive details	tel etc.	email		Example: Sept 6-21 (Fashion Week and Trade Shows)	Jane- sent postcard 10/01	Jane- emailed Betsy 8/01	Julie- emailed Betsy 8/28	Jane- spoke with Betsy 8/29, she's completely booked during Coterie, she's here but will consider stopping by on the fly - OK to follow up
NEW YORK										
Store Name	Store Address	Maria is owner but she always defers to her buyer, Sophie	tel etc.	email	Likes clean, streamlined looks	They will be in NY Sept 7 - 10	Jane - sent postcard 8/11	Julie - 8/15 Called and talked to Sophie, emailed line sheets etc.	Julie- spoke with Sophie 9/2, she's interested and checking her schedule. Emailed her to follow up	

Perfect is
good but
DONE
is better
- Jane Hamill