



## FASHION BRAIN ACADEMY

### 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.

# Who Do You Hang With?

## Exercise #2

- Pick out one boutique that you would love to buy your line and you feel is a fit
- Research that store and see what other lines they carry
- Make a list of these brands
- Decide if you feel the same customer would buy those lines *and* your line
- If the answer is yes, this list is who you hang with

My list of brands from exercise #2:

1.

2.

3.

4.

5.

**My FINAL list of who I hang with:**

1.

2.

3.

4.

5.

6.