



Activity

Selling Your Line

It is time to sell your designer line! You are to create a professional sales presentation detailing your strategies for presenting your line to prospective retail buyers. Be sure to include the following information in your presentation:

Part 1: Introduction – capture the audience's interest with the following:

- ⇒ Your designer label
- ⇒ Designer's names
- ⇒ Group category
- ⇒ Theme

Be descriptive!

Part 2: International Markets – describe which European collection opening(s) you will show your line at:

- ⇒ Couture
- ⇒ Prêt-à-porter
- ⇒ Market weeks
- ⇒ Fairs
- ⇒ Men's wear
- ⇒ Identify and describe the type of show and time of year

Part 3: Domestic Markets – identify which American venues you will use to show your line:

- ⇒ 7th on Sixth
- ⇒ New York Trade Shows
- ⇒ Men's Wear shows (New York, MAGIC)
- ⇒ Showrooms
- ⇒ Regional Market Centers – Los Angeles, Dallas, Chicago, Atlanta, Miami

Part 4: Distribution – choose a distribution policy and describe how it helps position your line:

- ⇒ Open distribution policy
- ⇒ Selective distribution policy
- ⇒ Identify the major distributor for your garments (exclusive showrooms, department stores, factory outlet stores, instore boutiques, catalog, television, Internet)

Be specific!