

Part 5: Marketing – choose publicity and advertising venues to get exposure for your line

- ⇒ Newspapers, magazines, television
- ⇒ Billboards, magazines, radio, paid television commercials/shows, Internet
- ⇒ Celebrities
- ⇒ Personal appearances, designer trunk shows, videos, display fixtures

Create your line's
IMAGE!

Part 6: Selling to Retailers – what selling strategy will you use?

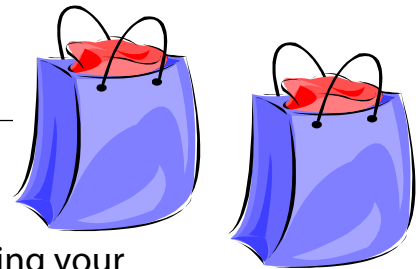
- ⇒ Corporate selling
- ⇒ Sales representatives
- ⇒ Selling incentives
- ⇒ Contact information

Be descriptive!

Your professional sales presentation should be about **5 minutes** in length. Be sure to include all elements described above. Use **presentation aids** to heighten the effectiveness of your presentation:

- ⇒ Your style board
- ⇒ Handouts for prospective retailers to follow your presentation – include your designer name, label, collection features, etc.; outline of your strategies; contact information
- ⇒ Visual aids to use as you speak

Shopping Bag



To add to your presentation, design a shopping bag for your collection! Include your designer label and details representing your theme. Be creative! You can create a year-round, seasonal, or special event shopping bag.

Blank shopping bags will be provided. Include colored tissue paper or other type of decorative wrapping element to put inside