



## Activity 6:

# 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 *Be descriptive!*
- ⇒ Group category
- ⇒ Theme

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

- ⇒ Couture
- ⇒ Prêt-a-porter *Use Table 12.1 on page 255*
- ⇒ Market weeks *of your text to choose your*
- ⇒ Fairs *markets/showings!*
- ⇒ 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:

- ⇒ 7<sup>th</sup> 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, in-store boutiques, catalog, television, Internet)

*Be specific!*

**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

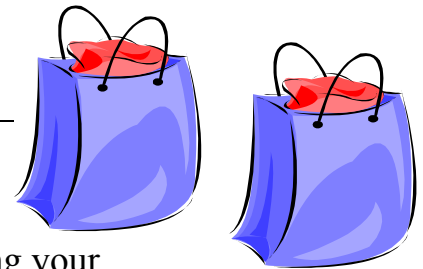
*Be descriptive!*

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

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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.