

# Chapter 12: Wholesale Marketing and Distribution

- Market –
- Distribution =
- International wholesale apparel and accessory markets are the means of \_\_\_\_\_  
the manufacturer's finished products to \_\_\_\_\_.
- Sellers =
- Buyers =

## INTERNATIONAL MARKETS

Presentation of a manufacturer's line may be accomplished by:

- 1.
  - 2.
  - 3.
  - 4.
- Line release – used by fashion \_\_\_\_\_ to indicate new  
seasonal merchandise is ready to be seen
  - Collection opening – held by \_\_\_\_\_ (couture companies)  
and involve extravagant catwalk shows

**EUROPEAN COLLECTION OPENINGS**

**Couture**

- Spring –
- Fall –
- Invitation only –
- Free \_\_\_\_\_ from government-owned French television

**Prêt-a-Porter Collections**

- Shown earlier than couture to allow for \_\_\_\_\_
- Fall –
- Spring –
- Delivery scattered to \_\_\_\_\_

**Market Weeks and Fairs**

- Opportunity for manufacturers to \_\_\_\_\_,  
\_\_\_\_\_, and \_\_\_\_\_  
\_\_\_\_\_; 3 days to 2 weeks long

**TIMELINE – Table 12.1 – p. 255**

**DOMESTIC MARKETS** –

**7<sup>th</sup> on Sixth** – \_\_\_\_\_ shows of women's and men's wear held in two large tents in Bryant Park, NYC

- Fall –
- Spring –

**Trade Shows** – coincide with \_\_\_\_\_ line releases

- Summer –
- Early Fall –
- Fall II –
- Holiday/resort –
- Spring –

**Showroom** –

- \_\_\_\_\_ placed here
- Fashions \_\_\_\_\_
- Provide \_\_\_\_\_ of the line
- NYC – garment district – 7<sup>th</sup> Avenue – grouped by \_\_\_\_\_  
\_\_\_\_\_ and \_\_\_\_\_

**Virtual Showrooms** –

- Styleexpo.com

**NATIONAL TRADE SHOWS**

- MAGIC
- Largest men's apparel trade show in the world; also includes women's, children and young fashion
- Takes place in \_\_\_\_\_

**REGIONAL MARKET CENTERS**

- Used by small store owners that can't travel to larger shows
- Marts –
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**DISTRIBUTION**

*“If you control your \_\_\_\_\_, you control your \_\_\_\_\_.”*

- Manufacturer’s image, quality, and prices must be at the proper level to attract their target customers/appropriate retail stores

⇒ Designer fashion manufacturers →

⇒ Moderately priced apparel manufacturers →

⇒ Popular/budget-line manufacturers →

**Distribution strategies:**

1. The \_\_\_\_\_ buy the merchandise
2. The merchandise is represented in desired \_\_\_\_\_
3. One store does not create \_\_\_\_\_ for another
4. The estimated \_\_\_\_\_ is obtained

- **Open Distribution Policy** – selling to anyone who can pay for the goods

- **Selected Distribution Policy** –

- Some manufacturers develop certain lines for certain stores

**Brand names –**

- Fit the \_\_\_\_\_
- Reflect \_\_\_\_\_ and \_\_\_\_\_
- Appeal to \_\_\_\_\_

**Consumer franchising –**

**Brand integrity –**

**Ways to Build a Brand Name**

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**Methods of Distribution:**

1. **Licensing agreements –**
2. **Royalty –**
3. **Factory outlet stores**
4. **Catalogs, television, and Internet sales**
5. **Leased departments**
6. **Consignment stores**
7. **Jobbers –**

**MARKETING –**

**Collection Shows and Market Weeks –**

**Publicity –**

⇒ Provide \_\_\_\_\_ of their collections in newspapers, magazines, and on TV

- ⇒ Creates \_\_\_\_\_ for designers and manufacturers – the merchandise must be \_\_\_\_\_!
- ⇒ **Examples:** E! Entertainment’s Style Channel, MTV’s “House of Style,” Academy Awards, personal appearances of designers

### **Advertising –**

- ⇒ **Media –**
- ⇒ **Image Advertising –**
  - ⇒ Attempts to get the customer to buy into a \_\_\_\_\_ first on a psychological or emotional level and then on a product level (manipulates \_\_\_\_\_ through \_\_\_\_\_)
  - ⇒ **Examples –** Calvin is hip, Ralph is rich, Tommy is American as apple pie, DKNY is city slicker, Diesel is outrageous, and Benetton is controversial
- ⇒ **Celebrities as Models**
- ⇒ **Item Advertising –**
- ⇒ **Cooperative Advertising –**

### **Associations that Promote Fashion**

- ⇒ Americans Apparel Manufacturers Association (AAMA)
- ⇒ Council of Fashion Designers of America (CFDA)
- ⇒ Fashion Footwear Association of New York (FFANY)

**SELLING TO RETAILERS**

Manufacturers =

**Corporate Selling –**

**Sales Representatives –**

- ⇒ **Selling Incentives** – consistent \_\_\_\_\_, continuity of \_\_\_\_\_, on-time \_\_\_\_\_, \_\_\_\_\_ performance
- ⇒ Incentive pricing, credit, exchange privileges, discounts, cooperative advertising allowances, promotional aids, customer service

**Orders**

- ⇒ **Inventory Management Systems (IMS) –**