
EXCLUSITIVITY ????? SHOCKING !!!

Posted by hungerfordboyle - 2007/08/28 16:47

i AM SELLING THINGS TO A VERY WELL KNOWN BOUTIQUE ONLY TO BE TOLD THAT I HAVE TO EXCLUSIVE TO THEM ONLY IN IONDON , FAIR ENOUGH TO THEM BUT WHAT ABOUT ME LOSING OUT ON OTHER POTENTIAL BOUTIQUES ? :unsure: :(WHAT TO DO ? ALSO I WOULD BE INTERESTED IN APPROACHING BIGGER DEPARTMENT STORES HAS ANYONE HAD ANY JOY HERE ? ANY INFO GREATLY APPRECIATED

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Re:EXCLUSITIVITY ????? SHOCKING !!!

Posted by stitchstitch - 2007/08/30 14:35

That does seem a bit extreme! The only time i've ever done exclusives is when the store has many branches, they are selling loads, or its just one area. I once gave an exclusive to a small chain in Brighton. I agreed not to supply anyone else in the Lanes.

The fact that they want an exclusive must mean they like your product :-) Could you not negotiate down to a particular area of London?

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Re:EXCLUSITIVITY ????? SHOCKING !!!

Posted by coco123 - 2007/09/01 19:38

I completely sympathise i've had the same problem with boutique's these buyers are so stubborn it seems. I think the problem with new designers is that they know they can call the shots! Exclusivity within london is crazy though ! Best of luck to you

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Re:EXCLUSITIVITY ????? SHOCKING !!!

Posted by JenniferHolloway - 2007/09/02 14:12

Actually it comes down to you and your terms and conditions...this is your label, your life and you have the right to say no.

Many boutiques try this line of action and you have to be strong enough to say yes to exclusivity but with a minimum order (say Â£5,000) or no. There's 1000s of independents out there - why should just one small company have exclusivity. What did they buy units wise...a whle collection or selected pieces only?

Fashion Enter is the sister company to FashionCapital and this is exactly why we set up this company to provide one to one mentoring and business support. YOu can come into our offices and discuss this, and a host of other areas of business, directly with us.
Speak to Vanessa on 020 8462 9620

Regards

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