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## Showrooms and Stores

Posted by 3FeApparel - 2007/09/17 19:57

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I am having problems getting my product into showrooms and stores. My company manufactures luxury scarves and have had a good deal of media, personal, and friendly interest, but fashion showrooms don't want to accept us because we are currently a one-product brand, and stores continue to blow me off when I call/mail/email because they prefer dealing with showrooms they trust. I have been trying to get into an accessories show also, and am unable to commit such a large sum of money while my funds are so low (I am based out of the USA and dealing with New York City prices for booths).

Any advice would be greatly appreciated. Should I annoyingly hound stores and showrooms? Should I go door to door?

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## Re:Showrooms and Stores

Posted by JenniferHolloway - 2007/09/18 04:01

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Hi Profile would have been perfect for you...its on 5th and 6th November at the Islington Business Design Centre...we have one product designers and the show is subsidised by Government - Its £175 plus VAT!!

Next time here - apply for next year.

You need stockists but you can't get in. I am not sure about the USA but in England buyers are just so busy and unless they give you a categoric NO then keep going. When I was a buyer for M&S and Principles for Women I used to get in at 7 in the morning sometimes to catch up on work. Ring buyers at 8-8.30 in the morning when they are at their freshest and never call on a Monday as this is figures day. If they have had a bad week and sales are down they will be grump!!

We have two boutiques in the UK and we work on sales or return basis. The sister company to FashionCapital is Fashion Enter Ltd...(www.fashion-enter.com) and this is exactly why we opened up our members only company - to give new designers a chance to have stockists. We are looking to open in Kingston and also in Wood Green too.

If you want to send your products over here we are happy to review your quality and business ethos for you and if the products are right in terms of price, pitch and quality then lets start working together.

What do you think...are you interested?

Vanessa is our Development Manager and she is reporting from Prem at the moment - she is back Thursday. If you are interested in membership please email her on [vanessa@fashion-enter.com](mailto:vanessa@fashion-enter.com)

I also believe that you have to keep both options open and find the right agent for you too. Have you reviewed a cross section of agents to carry your lines?

Regards and good luck

Jenny

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