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## Recommended Sales Agents?

Posted by Asudari - 2007/11/12 11:40

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I was wondering if anyone knew of any reputable sales agents who could represent our label in London, Paris and New York?

Any suggestions welcomed.

Further information on Asudari can be found on our website: [www.asudari.com](http://www.asudari.com)

TIA

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## Re:Recommended Sales Agents?

Posted by JenniferHolloway - 2007/11/14 15:31

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We have this question constantly asked which is why we have set up a Representing Agency as part of our membership to Fashion Enter LTd. Emily Tullett works on this area and she recently secured an order for Jaya Accessories with an independent retailer. If you want to find out more contact Emily on [emily@fashioncapital.co.uk](mailto:emily@fashioncapital.co.uk).

Regards

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## Re:Recommended Sales Agents?

Posted by mbrere - 2007/12/11 01:57

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Hi There,

I'm not going to say who is better than who on the agency side. I have heard bad and good stories from both sides of the picture. I know it might sound obvious but i have listed a few of my personal & professional feelings below.

A good relationship between the designer/label and the agent is a must. A clear understanding of what both parties want to get out of the relationship must be decided from the outset.

Look at some of the other brands/labels they currently represent and how you fit into the agency as the bigger picture. Are there too many conflicting designs already with similar styles, or would you complement the already client base.

Get some feedback from their already signed up designers/labels, word of mouth is better than any.

Are there any strong advantages of other agencies that you would choose a particular agency over another. It's not always the big agent or the one that shouts the loudest that is the best.

Really dig deep to see what is on offer.

Make sure contracts are made at the start of your relationship with the agent.

A good quality agency will work in collaboration with you and not force or control you in a way that you feel like you are working for them. By working together everyone feels stronger and not a them and us attitude but a team attitude.

Finding an agent that really suits your style, design and personality is always a difficult starting point. Sometimes no matter how much you try i feel that great things come to those who are least expecting it. You never know who or what is around the corner.

All the best,

Mark

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## Re:Recommended Sales Agents?

Posted by bpdjo999 - 2008/01/18 01:40

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Emilli  
i was wondering if anyone knew of any reputable sales agents who could represent my label in London ?  
my num.07707398792  
joanna

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## Re:Recommended Sales Agents?

Posted by emily - 2008/03/10 11:13

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Hello Joanna,

You are entitled to use the Representing Agency provided by Fashion Enter Ltd if you become a member of Fashion Enter - this costs £150 + VAT for one years membership. You can pay this online via PayPal, send a cheque to the Head Office or pay in person by cash or card in either of the Boutiques.

After you have paid the membership fee, you will need to send some information about your label with some pictures and a pricelist to [emily@fashioncapital.co.uk](mailto:emily@fashioncapital.co.uk). We will then create a flyer to send to our extensive database of buyers and retailers and then follow up with a phone call to arrange a meeting to view your products.

Look forward to hearing from you

Kind Regards

Emily Tullett

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