

How to plan and sell a collection to Buyers

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How to plan and sell a collection to buyers

Introduction

Ranging

Pricing

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Payment terms

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Approaching

Summary

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How to plan and sell a collection to buyers

Introduction

Who am I?

How to plan and sell a collection to buyers

Range planning

-PYRAMID Collection-

5%- 10% *“Prototype”*

25%-30% *Special, Expensive pieces*

70-60% *The profitable/ core of the business.*

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Pricing

-JUSTIFIED-

Materials/ Cut+ Craftsmanship/ Innovative/ Brand name etc

Go for Price Options,
but NOT too WIDE within a category

Look at your neighbors/ competitors and **COMPETE!**

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Line sheets

-ORGANISED + EASY-

- Very Clear-

Picture/Sketch- Reference- Color options- Sizes- Material-
Prices options/ w or w/o access- Color code/ reference etc

Either Categories (All tops together) or by the order of the
lookbook or my material

Send the Lookbook First, when reaching out

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Payment Terms

Consignment

Full Payment

ST Guarantee

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Approaching the right store for your collection

You **must** customize your email

Target your potential stockist

Make it brief: background, inspiration, collection, Stockists,
Lookbook (pdf), Sales Campaign

Follow up- 1 email **only**

Do not include pictures of Insta influencers (only if it **really**
matters)

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Regional Customers

Hard to Satisfy, Demanding

Must **NOT** meet their expectations!

Remember, you are not only competing with other Regional Designers

The GCC customer is complex and difficult

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Summary

Always ask yourself:

“Who is my customer? How will I make her happy?”

“Why am I in this industry? What am I doing that is not already out there?”

“Why would Clients buy ME?”

“How will I make sure they will buy me NOW **and** LATER?”

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Thank you,

Q&A