

# FASHION in Europe and the USA

A FREE SERIES OF WORKSHOPS DESIGNED TO HELP INCREASE YOUR FASHION EXPORTS ACROSS EUROPE AND AMERICA

**Thursday 8 July, Monday 12 July and Monday 19 July, 10.00 - 17.30**

Presented by **Thierry Bayle**



**3 free series of Fashion workshops to seriously help you build up your export business in Europe and the USA. Testimonials at the end.**

## EXPORT 101: Golden Rules for Sales Success in the USA – July 8

The US market offers vast opportunities to all brands small or not but success will be dependent on your ability to understand the market and set up the right foundations from the start.

In this workshop, learn in just one day what other fashion brands have failed to learn in over 5 years. Guaranteed! You will understand how an American fashion brand succeeds in the US, you will learn the mistakes that European brands make on and on. You will learn the Golden Rules to succeed but more importantly you will leave the workshop with field information that you can use the next minute.

If you are seriously about growing your fashion business in the US and building it up to a \$1M and more, join us.



We will discuss

- The US market and Fashion specificities
- Trade shows
- Seasonality
- Distribution channel ( Dept stores, Specialty boutiques...)
- How to recruit, what to look for and how to maximise your relationship with your agent/distributor in the US
- Open your own office – Open your boutique in the USA
- Landed duty paid price list – Import and logistics
- Credit management - How to get paid
- .... And much more (products, sales, marketing, PR, admin, finance, logistics and credit management issues) so that you have a clear strategy and action plan after the workshop.

All that is to know and much more. Learn in just one day what other fashion brands have failed to learn in over 5 years. Guaranteed!

The workshop will be interactive to ensure each attendees can have his/her concerns being dealt with on the day.

## Get the most out of your trade show presence. Make it work for you NOT AGAINST YOU – July 12

Investing in a trade show today is critical in building up your brand but so many companies fail to understand what it takes to prepare the show and follow the leads. Learn the inside story in less than one day and jump ahead of your competitors. Today, there is no space for amateurism. You must be professional and preparation is key.

We will discuss

- General comments and mistakes
- Trade shows you can attend
- What are the strategy, the objectives and game plan?
- Who are your best buyers?
- Letter of invitation / Lead form
- How to best get prepared?
- Pre show - During the Show - Post show issues and actions
- Follow up and Happy ever after



The workshop will be interactive to ensure each attendees can have his/her concerns being dealt with on the day.

## 3 P's of export: People, product and Processes – July 19

Export is a necessary step towards building a brand but it comes at a price unless you know what E.X.P.O.R.T. means: Execution, X-factor, Preparation, Objective, Risk and Training.

As you move from a sole trader to an entrepreneur and then to small company and to grow from there, you will need to better understand, manage and optimise people, products and processes carefully otherwise you will jeopardise your brand and company.

Leave the workshop with a clear strategy and action plan and mistakes you need to avoid to grow you international business.

The seminar will cover important issues such as

- Establish a vision for the business
- Set up the foundation to grow the company
  - How to work as a team
  - How to grab opportunities in the business
  - How to sort out problems in the business
  - How to make meeting more efficient
- Get more out of your staff – Get them to own their job not rent it
- How to work with difficult people
- Set up of a dashboard to understand and control the business
  - Training and tips on issues such as Customer service, Calling, Selling Techniques, Job description / interviewing / performance reviews ...
- Look at the 3 Ps on sales, marketing, admin, logistics, credit management and other issues



## Who is Global Fashion Management



*Global Fashion Management ( GFM ) was set-up by Thierry Bayle to meet the needs of Fashion Companies who are seeking to identify a sole point of contact for their domestic and international business development projects.*

*Thierry Bayle has more than 18 years experience in Fashion and services. Before setting up GFM, he has managed companies both in London and New York where he set-up from scratch the US and Canadian operations for a French company who was servicing the Fashion industry. For 18 years, he has worked with brands such as Aem Kei, Atelier Annick, BP Studio, Calvin Klein, Charming, Denisonboston, DVF, Frank Usher, Henri Lloyd, Heteroclite, Iceberg, Il Bisonte, Jamu, Kenzo, Lipy, Mina UK, Moschino, Parah, Penelope Chilvers, Rozae Nichols, Sergio Rossi, Sue Wong ...*

*He has represented the MAGIC Show in Las Vegas for several years and continuously visits most of the shows in Europe and the USA ( Coterie, D&A; Magic, Mrket, Moda Manhattan, The Train...& Autumn Fair, BBB, Bubble, London Edge, Milanovendemoda, Moda UK, PAP, Playtime, Premium, Pure, Summer Fair, White, Who's Next ...*

*He helps Fashion brands build up export sales but also set up the right structure and processes for the company to grow smoothly and securely.*

Visit [www.globalfashionmanagement.com](http://www.globalfashionmanagement.com)

### **GLOBAL FASHION MANAGEMENT**

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Booking form can be found at [www.globalfashionmanagement.com/gfmukti2010.pdf](http://www.globalfashionmanagement.com/gfmukti2010.pdf)

### Testimonials from attendees on July 8<sup>th</sup>.

- “ Great speaker” – Rajiv – Seven London – Rating 10**
- “ Great speaker, sense of humour+ kept the group focused. Very informative” – Lisa – Lie Down I Think I love You - Rating 9.5**
- “ Very informative – Super helpful “ – Mackenzie – Babajaan – Rating 10**
- “ Very useful with so many valuable tips & information – Léo – Brazilian Trade Consultant – Rating 10**

**Rating out of 10 ( 1 very poor – 10 excellent ) – All rating between 8 to 10.**