



**HELPING FASHION BRANDS
TO EXPORT**



Latest Fashion Trends and Export Promotion
Practices in the Fashion Sector

 info@antondell.com  www.antondell.com  [@Anton_Dell](https://twitter.com/Anton_Dell)  [Anton Dell Consultancy](https://www.youtube.com/AntonDellConsultancy)

WELCOME

- EXPORT – how to be successful?
- RESEARCHING global markets
- Getting your collection right for the market
- Distributor – Agent model: pros & cons
- Finding and identifying best partners
- Payments and commission/ discount rates
 - Debt risk assessment
 - Brexit
 - Selling online
- Our Consultancy – the work we do
 - FAQs
 - Case Study

INTRODUCTION



ANTON DELL

Founder, CEO



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[@Anton_Dell](https://twitter.com/Anton_Dell)



[Anton Dell Consultancy](https://www.youtube.com/AntonDellConsultancy)

BUILDING A BRAND



What is "Brand Building"?



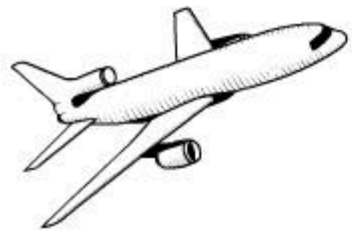
Why do brands fail



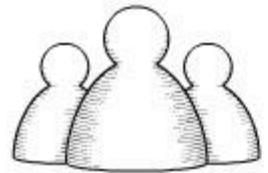
Sales volume vs. Brand recognition



EXPORT

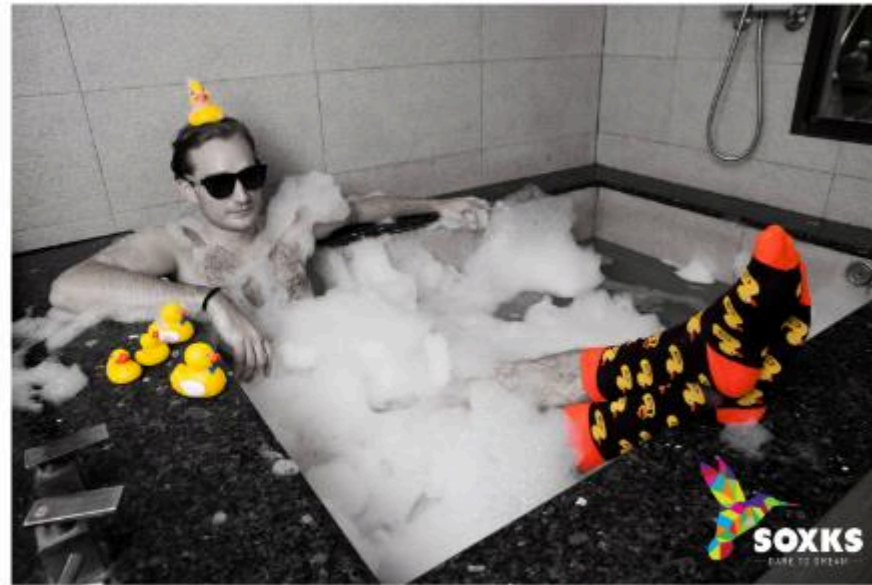


Next Step - Export



Market specific commercial product

THE IMPORTANCE OF CLEAR IMAGE





THE IMPORTANCE OF CLEAR IMAGE

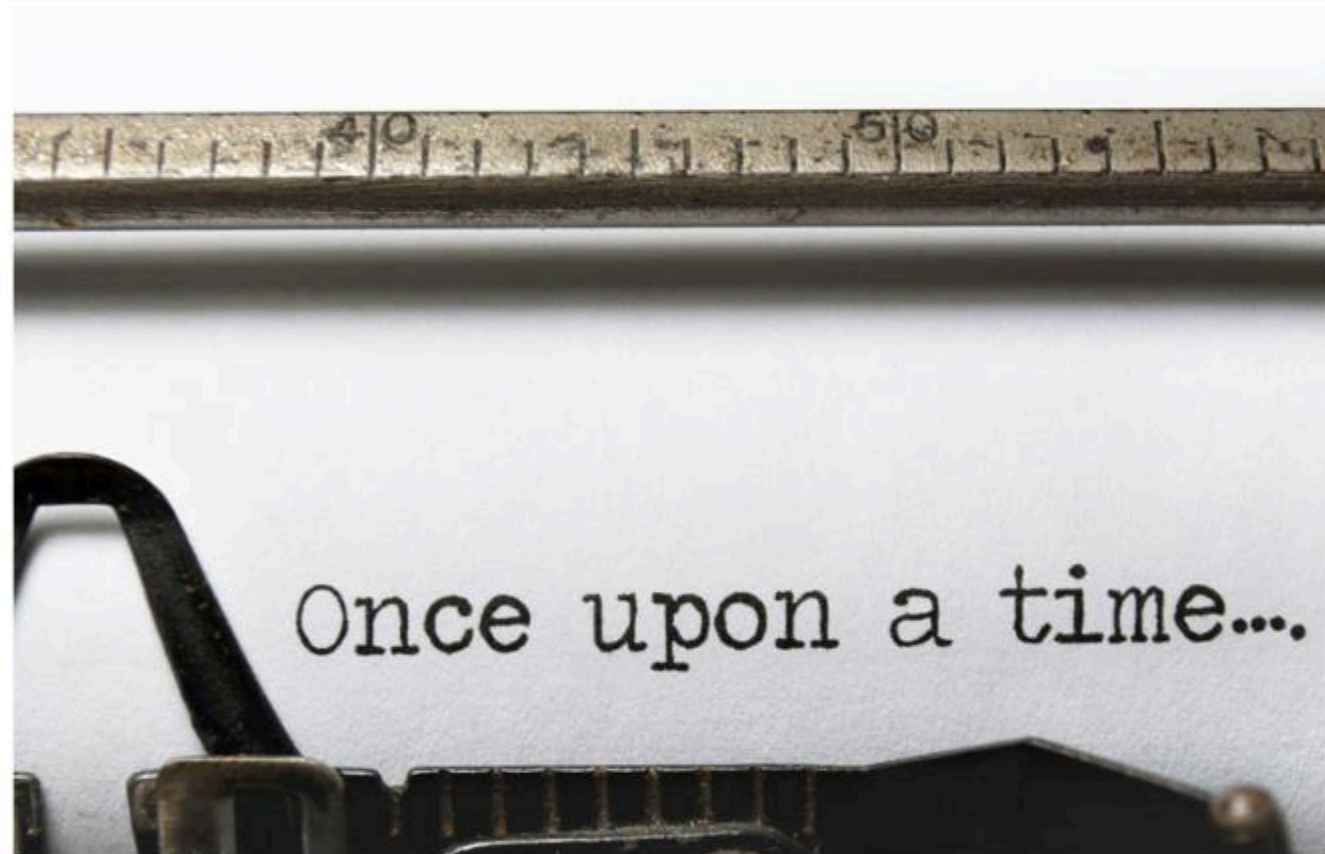




THE CLOX STORY



WHATS YOUR STORY



WEBSITE

EKRIA

ANASAYFA KOLEKSİYONLAR AKSESUAR HAKKIMIZDA İLETİŞİM Q



KOLEKSİYONUNU KEŞFEDİN

TIMELESS



SOCIAL MEDIA



Home About Search Tweets

EXPLORE THE RANGE

KHONGBOON

TWEETS 74 FOLLOWING 64 FOLLOWERS 4

Khongboon Swimwear (@khongboon)
Khongboon Swimwear Made Bikinis from astounding materials, the completely lined Brazilian swimwear is ideal for a day at the shoreline in light of the fact that Bangkok, Thailand
khongboonswimwear.com

Tweets Tweets & replies Photos & videos

Khongboon Swimwear (@khongboon) · Oct 28
Bikinis as Perfect Swimwear | @scoopit scoo.it/717gq9

Khongboon Swimwear (@khongboon) · Oct 28
Bikinis for the Beach Holidays | @scoopit scoo.it/b5ybtz

Khongboon Swimwear (@khongboon) · Oct 28
Designer Bikini for the Perfect You! | @scoopit scoo.it/b9nRFp

Khongboon Swimwear (@khongboon) · Oct 28
The Khongboon Swimwear is a leading bikini online website with a wide array of designer bikinis available with them. goo.gl/w9D6

Khongboon Swimwear (@khongboon) · Oct 28
Get Designer Swimwear Online | @scoopit scoo.it/6AzzT

Khongboon Swimwear (@khongboon) · Oct 21
Buy Bikinis Online for the Next Holiday | @scoopit scoo.it/4h3W5

VIDEO & BLOG



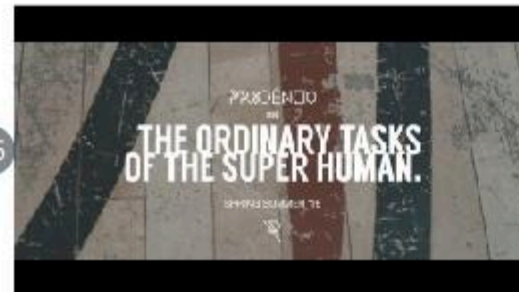
YouTube

14

Vine



15



vimeo

16





PRUDÊNCIO

PRESENT

THE ORDINARY TASKS OF THE SUPER HUMAN.

SPRING SUMMER '16



<http://antondell.com/blog>

THE Anton Dell FASHION CONSULTANCY

BLOG

Filter: [Show All](#) | [All About Export - Agents & Brands](#) | [Fashion Markets](#) | [What's On](#)



PREMIERE CLASSE TUILERIES AND CAPSULE CONTINUE TO FEEL THE STRUGGLE

Author: [Anton Dell](#)

30 March 2016

Paris is a city still reeling from the effects of last year's terrorist attacks and this could very much be felt at its recent trade shows. Premiere Classe Tuileries is a showcase for high-end accessories brands which aims to preview the next's season's

ONLINE SELLING VS. BRICKS AND MORTAR



2016
18% ONLINE

2024
26% ONLINE

Why do some companies do well...



... and some struggle

MARKETS DIFFER





The importance of research



How to research?



ESEARCH



Identifying

suitable

countries





**Getting your
collection right
for the market**



BLACK
IS
MY
HAPPY
COLOUR

DISTRIBUTOR AND AGENT NETWORK



HOW TO MAKE SURE YOU GET PAYED



**THE THIRD WAY
OUTSOURCING FINANCIAL LOGISTICS**



IMPORTANT EXPORT CONSIDERATIONS



BUILDING RELATIONSHIPS

- What do agents expect from you and you should expect from an agent?

INTERNATIONAL REPRESENTATION - FAIRS

MODE CITY PARIS
SALON INTERNATIONAL
DE LA LINGERIE
& DU SWIMWEAR

THE SPIRIT OF FASHION
MAGIC

PREMIUM | INTERNATIONAL
FASHION
TRADE SHOW

SUPREME
BODY & BEACH

SHOW & ORDER

(capsule)

WIO'S NEXT
PARIS

SCOOP
INTERNATIONAL FASHION SHOW


PANORAMA
BERLIN

M MODA
MARE & W
beachwear fabric collections

FREIGHT & FINANCIAL INFORMATION



BREXIT
What
difference will
it make?

HOW TO FIND AGENTS OR DISTRIBUTORS?



We've been helping brands for 22 years



Worldwide reach – network of 40,000





THE WORK WE DO

- Research & Marketing
- Promoting your brand to agents Social networks

Category

Clear all **Select all**

- Womenwear
- Menswear
- Childrenwear
- Accessories & Handbags
- Shoes
- Lingerie & Swimwear



Kobayashi
Womenwear
Germany, France



Lombardini
Menswear
USA, United Kingdom



Rocki
Womenwear
United Kingdom, Denmark,
Sweden, France, Canada

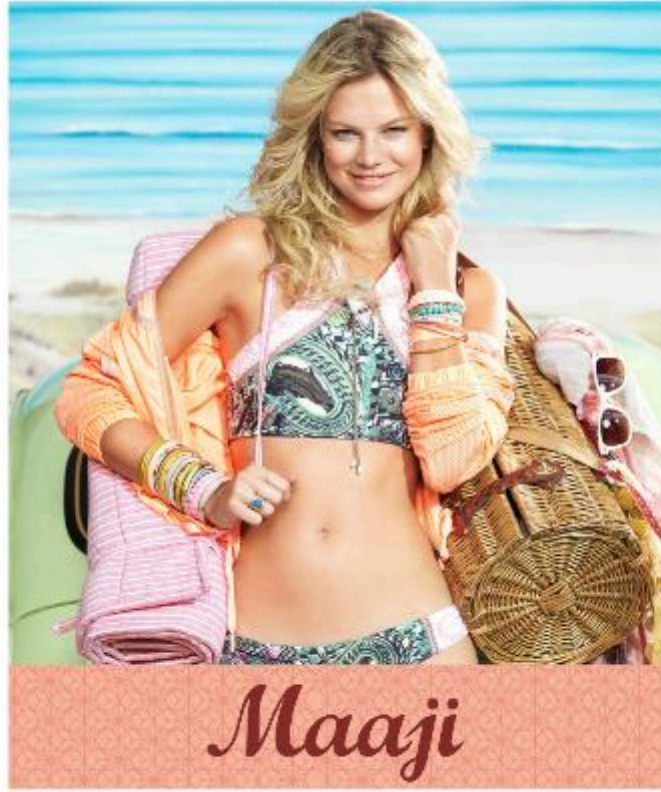


   Anton's Videos

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0044 20 8365 2806

If you are an agent or distributor sign up here

If you are a fashion brand sign up here



TO SUM UP...

- Differentiate your product
- Research – do your homework
- Invest – grow your brand
- Manage & Follow agent relationships
- Financial aspects





LV
LOUIS VUITTON

MaxMara

Bench.



eCCO



FRENCH
CONNECTION


GERRY WEBER

MISS SIXTY®

**Thank You
and Gracias**

Questions?
Comments?