

LAUNCH BAGS

A woman with blonde hair is shown in profile, looking down and to the right. She is holding a large, red, woven handbag with a circular ring detail. The lighting is dramatic, highlighting her face and the texture of the bag against a dark background.

Marketing and Business
Services Package

About Us

We're a handbag production company focused on providing designers with the ultimate experience in **concept, collaboration, design, production, sales, product placement and delivery.**

Our People



- ▶ Full-time market research and fashion trend reporting staff
- ▶ Full-time design staff
- ▶ Full-time project management staff providing one-on-one client support
- ▶ Full-time production staff working with factories to ensure on-time, on budget deliveries
- ▶ Full-time fashion consultants to help you grow your business

From Concept to Sales

- ▶ Concept collections
- ▶ Design and collaboration
- ▶ Sourcing of materials
- ▶ Samples—finished product
- ▶ Showroom visibility
- ▶ Buyer exposure
- ▶ PR and Marketing
- ▶ Online strategy
- ▶ Marketing Collateral

Annual Touch Points

- ▶ Meet buyers at our showrooms:
 - New York
 - Los Angeles
 - Las Vegas

Preparation

- ▶ Our marketing team will help you get prepared with:
 - Logo and brand image
 - Photo shoots/catalogues
 - Look books/Line sheets
 - Business cards/email templates
 - Website
 - Price points/target demographic
 - Hang tags
 - And any other collateral you require

Sales and Distribution



- ▶ We work with you to determine the right department stores and boutiques for your handbags.
- ▶ We build a target list from our database of over 18,000 buyers around the world and invite them to view your collection.



We're here to help

- ▶ Having brought your designs to life, our sales staff will be on hand to work with buyers to choose the right selection of handbags for their stores.
- ▶ We will help you take orders and ensure that your paperwork for production is in order.

PR & Production Placement



- ▶ Our marketing and PR department will work with you to develop a calendar full of stories to pitch about your new collections, you, the designer, your vision and where you see your trend going.
- ▶ We will also contact agents on your behalf for product placement and opportunities for photo shoots with the Hollywood elite.

Website Services

- ▶ Our website designers and programmers can build your website, not only for additional distribution channels, but also as your year-round stage and showcase, while our marketing team will help to keep the content fresh and the customers and buyers frequenting your website.

Annual Investment

- ▶ We charge *no* sample design fees
- ▶ The full sales, distribution and marketing package is a one-year contract
- ▶ Our fee is less than the cost of one full-time staff person.
- ▶ You will receive the expertise of 20 veteran handbag designers, marketers, business consultants and sales associates.

LAUNCH BAGS



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