

## Fashion Designer Focus Groups

Present your brand to an intimate “focus group” of fellow fashion brands led by a **seasoned sales representative and an award winning marketing professional**. Gain valuable industry feedback regarding how to further promote your line to your target audience as well as how to make your brand more appealing to buyers. By presenting your line and offering feedback to fellow lines, you’ll gain insightful new strategies for growing your brand and ensuring you are offering a competitive, marketable fashion collection. Display your samples in a professional showroom setting and receive direct evaluation on your website, sample collection and print collateral. Learn how your fellow designers are marketing their line, and leave with a new confidence and targeted tools to grow your business.

### Example of topics covered:

- *Develop an introductory marketing plan for your business.*
- *Are you ready to approach a sales rep? What do you need?*
- *How can you improve your lookbook and linesheet?*
- *Identify next steps to grow your business.*
- *Identify sample press and stores to approach for your line.*
- *Brainstorm innovative marketing ideas.*

### Who should participate in this type of workshop?

- *Brands who have recently launched their line.*
- *Brands who sell directly to the consumer who are looking to start selling to stores or to increase their wholesale business.*
- *Brands who have produced 1-3 collections and are looking for innovative marketing and growth strategies.*
- *Brands who are looking to expand or change their target audience.*
- *Brands who know they have a good product but are having difficulties finding the right market.*

Each workshop will be held in the Altitude Fashion Showroom, 680 8th St. #240, San Francisco, CA 94103, from 6p-8p. There is free parking in the back of the building. Easy access from Muni lines 19, 27, 47, and 22.



Fashion Market SF Co-Founder

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**Each Class is limited to 5 Brands.**

**Registration fee is \$60 per person.**

For upcoming dates and to register your brand, please visit

**[www.FashionMarketSF.com](http://www.FashionMarketSF.com)**



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