



# NEW BUYER TOOLKIT

**ATLANTA APPAREL**  
AND MORE

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# GETTING YOU READY FOR MARKET

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# FLOOR DIRECTORY

KEY:

Showrooms

First Finds

# BUILDING 3

15	Fashion Theatre
14	Prom / Bridal / Social Occasion
13	Children's
12	Prom / Bridal / Social Occasion
11	Apparel
10	Prom / Bridal / Social Occasion
9	Apparel
8	Fashion Accessories / Shoes
7	Cash & Carry
6	Fine Jewelry
5	Gift, Children's World, Body & Soul
4	Fashion Accessories, Boutique
3	Women's Apparel, Contemporary Apparel & Accessories, Makers Hub (Gift)
2	Premiere Apparel, Young Contemporary, Accessories & Shoes
1	Premiere Young Contemporary Apparel, Cash & Carry

# MARKET DICTIONARY

## BACK ORDER

Products that have not been fully or partially fulfilled within the time specified because they are out of stock.

## CASH & CARRY

Wholesale vendors that allow you to pay for your goods in full and take them with you the same day.

## DELIVERY WINDOW

The time frame in which the vendor is required to deliver your product. Delivery windows can be in 2 week increments. For example 2/1-2/15 or 2/15- 2/28

## DROP SHIPPING

Product ships directly from the brand to the customer; retailer does not hold inventory.

## IMMEDIATES

Goods that are ready to ship from the vendor's warehouse immediately.

## KEYSTONE PRICING

Standard retail pricing strategy of doubling the wholesale cost to determine the retail cost.

## MINIMUMS

The minimum dollar amount required to place or reorder with a brand.

## OPEN SIZING

Product that does not have preset size runs and allows you to choose your preferred product sizing for your order.

## OPEN TO BUY

An open-to-buy is the purchasing budget for future inventory orders that retailers create for a specific period or season.

## PAYMENT TERMS

Be prepared to negotiate payment terms that enable a retailer to pay for the product after they've received it and had an opportunity to sell it. Examples are Net 30, Net 60.

## PERMANENT SHOWROOMS VS FIRST FINDS

Showrooms are permanent spaces that either showcase one corporate brand, or represent multiple apparel and/or accessory brands at a similar price point. First Finds (also known as Temporaries) are individual vendor booths that are set up only for the duration of the market dates and usually only sell one brand.

## P.O. (PURCHASE ORDER)

A written contract authorizing the manufacturer to deliver certain goods at specific prices and times.

## PRE-PACK

Product that is packaged in a pre-set size run that is not able to be modified. Some brands offer multiple pack options. For example:

Pack A: 1-2-2-1  
(1 XS, 2 Small, 2 Medium, 1 Large)

Pack B: 2-2-2  
(2 smalls, 2 mediums, 2 larges)

## PRIVATE LABEL

Retailer sells product under their own brand name, produced by a manufacturer and exclusive to their store.

## READY-TO-WEAR

Trend-forward contemporary apparel offered at accessible price points and designed for immediate retail.

## RTS (READY TO SHIP)

Product that ships immediately.

## SKU

Stock Keeping Unit. A unique code for each product variant (style, color, size) you sell.

# NEW BUYER TIPS

1. Know your **target consumer**, your **price points** and **products** you are looking for. Vendors are sales professionals that are looking to help you find the right product. They will ask you questions as soon as you walk in their booth or showroom. This is not to intimidate you but to help you find product that is suitable for your store. Be prepared by doing research and having a plan.

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2. Familiarize yourself with the words in the **dictionary on pages 6 & 7**. These are words that are commonly used in the wholesale industry and will help you feel confident when communicating with vendors.

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3. There may be some vendors that are not a good fit for your brand or budget. Create a list of questions you can ask the vendors when you introduce yourself to see if they meet your requirements. This can include questions like:
  1. **What is your opening order minimum?**
  2. **What are your wholesale price ranges?**
  3. **What payment terms do you offer?**
  4. **Where is your product produced?**
  5. **Where do you ship from?**

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4. **Don't be shy!** Market week is for making new connections and finding new products. Step in the booth or showroom, confidently tell the sales professional you are a new buyer, and ask them assist you in selecting product that fits your target consumer and budget. They are happy to help!

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5. **Check out our Events Listing.** Attending market events such as our New Buyer Meet & Greet, Kickoff Parties, Speaking Engagements and Activations will help you connect with other new buyers, network and get inspired!

6. **Negotiate free shipping** when possible or consolidate orders to reduce costs

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7. Set up a **business shipping account** (ex: USPS) to access better rates

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8. **Zip Code Protection:** Some brands limit the number of retailers within a specific geographic area

# CREATE YOUR CUSTOMER PROFILE

Introduce a **simple, interactive framework** to help buyers define their target customer.

Understanding your customer is the foundation of successful buying. It determines what you purchase, how much you spend, and how you price and merchandise your assortment.

## CUSTOMER PROFILE EXAMPLE #1:

### “The Elevated Everyday Mom”

#### Age range:

32–42

#### Location & weather:

Suburban Atlanta. Warm climate most of the year, mild winters, hot and humid summers. Needs breathable fabrics and versatile layering pieces.

#### Shopping frustrations / pain points:

- Clothes feel either too trendy (not practical) or too basic (not exciting)
- Struggles to find pieces that are both comfortable and flattering post-kids
- Limited time to shop—needs quick, reliable options
- Doesn't want to spend a lot, but still wants to look put-together
- Annoyed by poor quality at mid-range prices

#### Her needs:

- Easy, throw-on outfits that still feel styled
- Pieces that can transition from school drop-off → errands → casual dinner
- Flattering silhouettes (not too tight, not too oversized)
- Washable, durable fabrics
- Outfit solutions vs. one-off items

**Her style:**

- Casual-chic, polished comfort
- Think: elevated basics, matching sets, flowy dresses, denim + easy tops
- Neutral base (black, white, beige) with occasional fun accents
- Inspired by “effortless but intentional” looks

**Shopping behavior (in-store vs. online):**

- Mix of both
- Shops online for convenience, but prefers in-store for fit and styling help
- Likely to buy more when outfits are styled for her

**Preferred social media channels:**

- Instagram (outfit inspiration, reels)
- Occasionally Pinterest for outfit ideas

**Budget:**

- Moderate / budget-conscious
- Will spend \$40–\$120 per item if it feels versatile and worth it
- Values cost per wear over trend-driven impulse buys

## CUSTOMER PROFILE EXAMPLE #2:

**“The Trend-Forward Young Professional”**

**Age range:**

24–30

**Location & weather:**

Urban Nashville. Four distinct seasons with hot summers and mild-to-cool winters. Needs a mix of lightweight pieces, layering staples, and standout outerwear for transitional dressing.

**Shopping frustrations / pain points:**

- Fast fashion feels overdone and lacks individuality
- Wants trend-forward pieces that still feel polished and versatile
- Struggles to find items that balance trend + longevity
- Doesn't want to look identical to everyone else on social media
- Expects quality and uniqueness at a higher price point

**Her needs:**

- Versatile outfits that go from work → dinner → events
- Statement pieces balanced with elevated basics
- Layering pieces (jackets, boots, knits) for season changes
- Unique silhouettes or trend-driven details
- Frequent newness and curated edits

**Her style:**

- Trend-forward with a slight edge
- Mix of feminine and western-inspired elements (boots, denim, statement jackets)
- Blends tailored pieces with fashion-forward items
- Influenced by street style, music culture, and contemporary brands

**Shopping behavior (in-store vs. online):**

- Mix of both
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**Preferred social media channels:**

- Instagram (outfit inspiration, reels)
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**Budget:**

- Moderate / budget-conscious
- Will spend \$40–\$120 per item if it feels versatile and worth it
- Values cost per wear over trend-driven impulse buys

## CUSTOMER PROFILE EXERCISE:

**Customer Profile Title:**

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**Age range:**

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**Location & Climate:**

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**Shopping frustrations / pain points:**

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**Needs (Lifestyle, occasions, fit, etc):**

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**Personal style:**

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**Shopping behavior (in-store vs. online):**

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**Preferred social media channels:**

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**Budget:**

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# IDEAL MARKET SCHEDULE

## Day 1

### Inspiration & Discovery

- Review events and plan your schedule
  - Walk the floors and explore all buildings
  - Take photos and notes
  - Identify high-traffic brands
  - Observe trends (colors, patterns, silhouettes)
  - Locate amenities and key areas
  - Attend networking events, activations, and social gatherings
  - Review notes in the evening and adjust your buying plan
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## Day 2 & 3

### Business & Buying

- Attend scheduled appointments
- Revisit brands discovered on Day 1
- Build relationships with exhibitors
- Focus on writing orders across categories (apparel, shoes, accessories)
- Buy with your customer profile in mind

# PRE-MARKET CHECKLIST

Know your target consumer, create a list of your target price points by style category (e.g., dresses, tops, separates, accessories, etc.).

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Register for your show badge online [HERE](#).

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Register all staff members in advance.

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Download the ANDMORE Markets App in the [App Store](#) or for [Google Play](#).

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Research new brands and trends, create wish list of brands to see using the [Exhibitor Directory](#) and Market Plan feature.

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Pack your business cards and address stamp for purchase orders.

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Determine your inventory needs (immediates vs. future season) and create a buying plan and budget, often called an open to buy.

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Have payment options established and ready for purchasing inventory (i.e. company credit card, line of credit or NET30 terms)

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Study the building map, review the category layouts, and map out your agenda by show floor.

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Pack comfortable clothes and shoes to support a long day on your feet.

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Check out the [Events Listing](#) to efficiently plan your day at market.

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Prepare a folder for purchase orders, notes, and business cards.

# AT-MARKET CHECKLIST

Review the ANDMORE Markets App to take advantage of the events, amenities and free resources available to you including the new buyer orientation held

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If you are planning to attend more than one day, walk the first day and take notes. Review your notes, make any necessary edits and prepare for placing orders the following day.

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Write your orders at the show to not miss out on merchandise.

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If you see a busy booth, don't be discouraged. Ask what time would be good for you to come back.

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Collect contact info from new vendors for future reference. Oftentimes there are multiple representatives in the booth, be sure to connect with the correct representative for your territory.

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Plan your lunch early afternoon or later to avoid long lines. Keep water and snacks with you.

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Capture content during market to share with your followers. You can create polls on products, share behind the scenes footage or even show new trends.

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Ask how collections are organized (by delivery, category, etc.)

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Focus on the delivery window that aligns with your needs.

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Take photos of products, booths, brand names, and notes for follow-up.

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Organize content into digital folders for easy reference.

# POST-MARKET CHECKLIST

Review and confirm your orders to make sure the delivery dates, prices, styles and quantities are correct.

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Reach out to vendors and ask to join their email lists so you are first to know when new product is launched.

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Share images of the product you ordered with your staff to help with merchandising your store floor.

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Create a social media content calendar to promote new incoming merchandise.

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Review orders and notes.

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Follow up with key brands.

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Begin planning appointments for the next market

**Alejandra Trombetta** | Senior Manager Buying Relations, Apparel  
[atrombetta@andmore.com](mailto:atrombetta@andmore.com)

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