



ATLANTA APPAREL

TOOLKIT



BROUGHT TO YOU BY ASSEMBLY LINE

TABLE OF CONTENTS

4 - 5 FLOOR DIRECTORY

6 - 7 MARKET DICTIONARY

8 NEW BUYER TIPS

9 PRE-SHOW CHECKLIST

10 AT-SHOW CHECKLIST

11 POST-SHOW CHECKLIST

12 - 14 NEW BUYER SERVICES

Getting you ready for market

FOLLOW US

@APPARELMARKETS

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FLOOR DIRECTORY

04

BUILDING 3 KEY



= SHOWROOMS



= TEMPORARIES

15	FASHION THEATRE
14	PROM/BRIDAL / SOCIAL OCCASION
13	CHILDREN'S
12	PROM/BRIDAL / SOCIAL OCCASION
11	WOMEN'S & MEN'S APPAREL
10	PROM / BRIDAL / SOCIAL OCCASION
9	WOMEN'S & MEN'S APPAREL
8	FASHION ACCESSORIES / SHOES
7	CASH & CARRY / YEAR-ROUND SHOWROOMS
6	FINE JEWELRY / YEAR-ROUND SHOWROOMS
5	TEMPORARIES
4	TEMPORARIES
3	TEMPORARIES
2	REGISTRATION / TEMPORARIES
1	PARKING / TEMPORARIES
BUILDING 3	

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

IMMEDIATES:

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

OPEN SIZING:

Product that does not have pre set 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.

PERMANENT SHOWROOMS VS TEMPORARIES:

Showrooms are permanent spaces that sell multiple apparel and/or accessory brands in similar price points. Temporary booths are individual vendor spaces 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)

READY-TO-WEAR:

Garments, especially women's apparel, produced in factories according to standard sizes as opposed to being individually custom-made. Ready-to-wear garments tend to be trendy and switch out from season to season.

ATTENDING MARKET AS A NEW BUYER FOR THE FIRST TIME CAN BE INTIMIDATING, BUT IT DOESN'T HAVE TO BE. HERE ARE A FEW TIPS ON HOW TO APPROACH EXHIBITORS WITH CONFIDENCE.

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.

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.

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?

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!



PRE-SHOW CHECKLIST

09

PREPARING FOR MARKET WEEK

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

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

Register all staff members in advance.

Download the Atlanta Apparel App [HERE](#).

Research new brands and trends, create wish list of brands to see.

Pack your business cards and address stamp for POs.

Have a buying plan and budget, often called an open to buy.

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

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

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



AT-SHOW CHECKLIST

10

TIPS ON HOW TO NAVIGATE MARKET WEEK

Review the Atlanta Apparel app to take advantage of the events, activities and free resources available to you including the new buyer orientation held every morning at 8:30am. [EVENTS](#)

If you are planning on attending 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.

Take photos of the styles you order. This makes it easier to remember your buys post show.

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

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

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


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


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 to gain customer engagement.



POST-SHOW CHECKLIST 11

TASKS TO DO AFTER MARKET WEEK

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

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

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

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

 Plan your next trip to Atlanta Apparel.



ASSEMBLY LINE

BUYER SERVICES



NEED ADDITIONAL HELP WITH LAUNCHING YOUR BOUTIQUE?



**WHETHER YOU ARE STARTING UP OR
STARTING OVER, ASSEMBLY LINE CAN
ASSIST WITH A RANGE OF SERVICES
TAILORED TO FIT YOUR NEEDS.**



**SCAN THE CODE TO SET UP YOUR
COMPLIMENTARY DISCOVERY CALL.**

FROM CONCEPT TO CONSUMER, AND EVERYTHING IN BETWEEN!

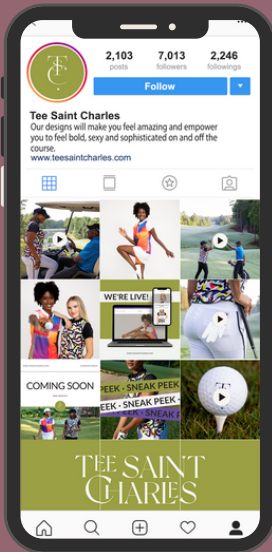


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CUSTOM SERVICES

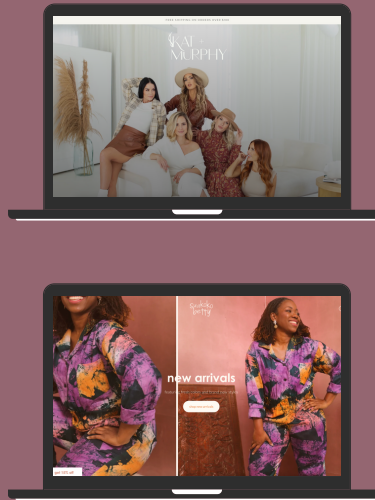
SOCIAL CREATIVE ASSETS

- Social media content
- Email Templates
- Launch Event Flyers



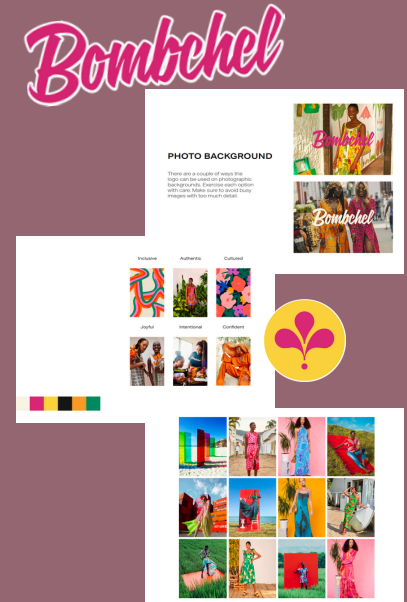
WEBSITE DEVELOPMENT

- Ecommerce design and development



BRANDING ASSETS

- Logos
- Brandmarks
- Brand Guidelines
- Creative Direction



WHOLESALE CONSULTING

- Research & contact wholesale vendors
- Provide line sheet, pricing lists, etc.
- Book market & showroom appointments
- Attend shows with clients
- Guidance on wholesale buying
- Manage merchandise shipments

Contact Us:



ASSEMBLY LINE
HELLO@THEASSEMBLYLINECO.COM
WWW.THEASSEMBLYLINECO.COM

Need additional help?
Schedule your **FREE**
call today —————>



ADDITIONAL SERVICES



PHOTOSHOOT SERVICES

- Location and model scouting
- Vendor sourcing and scheduling
- Styling
- Production Logistics
- Post production edits



PACKAGING DESIGN & SOURCING

Creative packaging design and sourcing for your custom branded items.

- Shipping boxes
- Mailers
- Thank you cards
- Jewelry packaging
- Tissue paper
- Shopping bags and more

Contact Us:



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Need additional help?
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