

# **Start Up 2019**

## Presenting to a retailer

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**Kirsty Whyte**

Creative & Product Director Soho House - Retail

Founder & Creative Director - Freedom To Exist

THE PITCH

Simon Cowell

One hit wonder

Not an audition



Tony Hall

BBC Director General

Tailor what you present
































# THE PITCH

Price

Range Matrix

Look

RANGES	26		CLASSIC	BROAD APPEAL	FASHION & CONTEMPORARY
		GBB %	23%	46%	31%
		GBB % WAYS	6	12	8
BEST £600+	38%	10	 Greenwich Ext £999	 MTO NEW - £7BC	 Marcel NEW - £1199
			 Greenwich £849	 New AW18	 Bellany £799
BETTER £400 - £599	35%	9	 Rosa NEW - £799	 Alexa NEW - £799	 Aiken NEW - £699
			 Langley £799	 Albany NEW - £649	
GOOD <£399	27%	7	 Wexford Ext £499	 New AW18	 Jasper £599
			 Sonoma Ext £649	 Padstow Ext £549	 New AW18
			 Padstow £499	 Sonoma Ext £549	 Sonoma NEW - £499
			 Stockholm £349	 Beckworth Ext NEW - £399	 Cameron £399
			 Gino £229	 Beckworth Ext NEW - £349	 Whittle £299
			 Toronto £79		



# THE PITCH

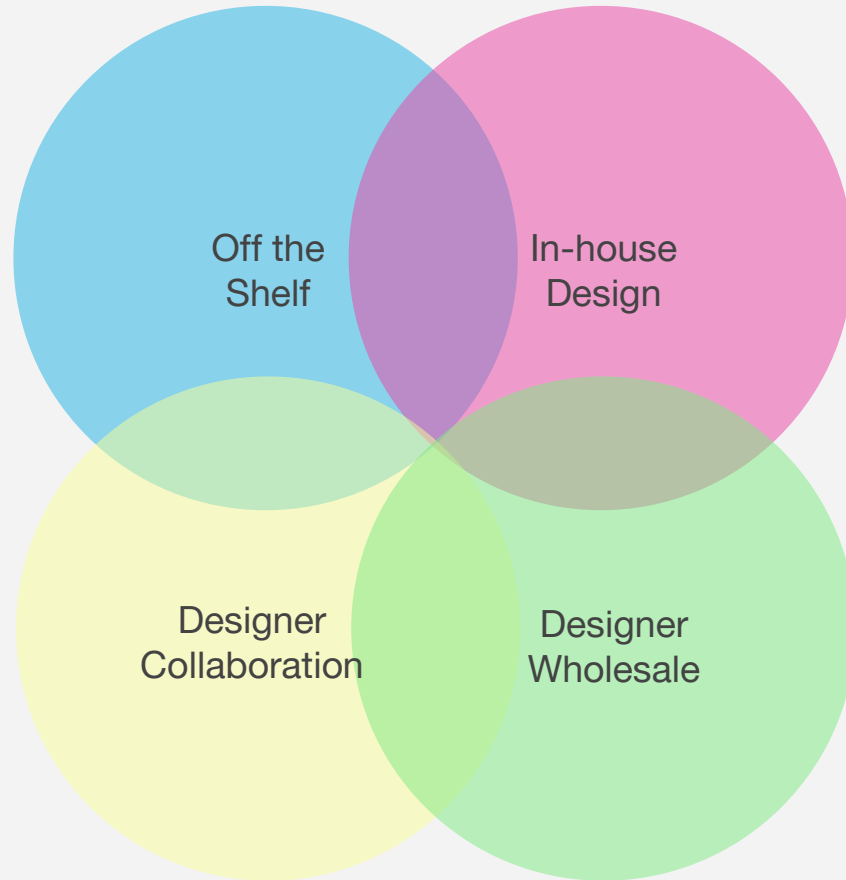
Channel

TV listings

Time

Channel	RANGES		26		Sunday 2am		Wednesday Night		Saturday Night	
	GBB %		WAYS		23%		46%		31%	
Channel	GBB %		WAYS		6		12		8	
	38%		10							
Channel	35%		9							
	27%		7							
Channel	27%		7							

## Types of product



Portfolio

Making Contact

Invitation





## Buyers



## Making Contact



## Exhibitors



Manufacturers

Making Contact

Suppliers





The right audience

Your audience

Engaging



What makes you different?

Why ?

Research

*Marketing?*

*Price?*

*Competition?*

*Save Time?*

*Unique?*

**Why?**

*Provenance?*

*Innovative?*

*Financial?*

*Commercial?*

*Press?*

*Trend?*

THE PITCH

Designer

Balance

Buyer



## Wholesale pricing





## Wholesale pricing

Min 50%  
Retailer



## Wholesale pricing

Min 50%  
Retailer



## Wholesale pricing



## Wholesale pricing



## Wholesale pricing



## Wholesale pricing





## Wholesale pricing



BAD

## THE PITCH

Low Cost

The Brand

High End



## THE PITCH

Research

The Brand

Comp Shop



Research

Detail

Target

*Soho House*

*~~Dear Habitat,~~*

*Please find attached details of my desk design.  
Enclosed are some drawings and blah blah blah  
blah blah blah blah blah blah blah blah...*

*Can I meet to show you my designs?...*

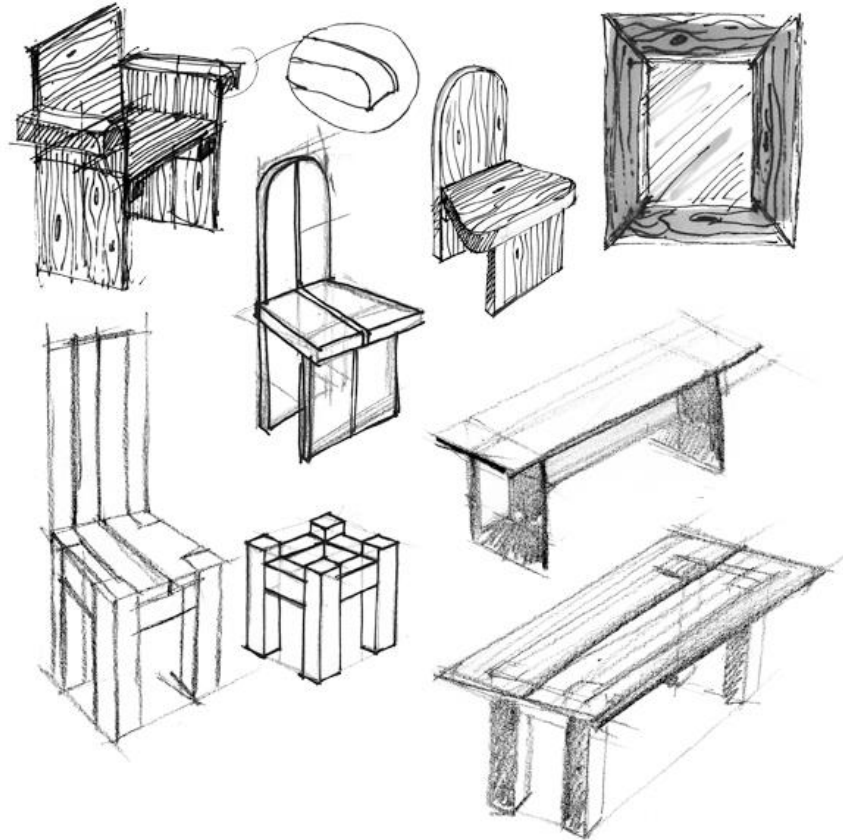
*We could learn from each other...*

*Dear Sir/Madam*

GOOD



Sketches



Visual Aids



Models



## THE PITCH

IPad

Visual Aids

Renders



## THE PITCH

Design

Family

Expand



## THE PITCH

Dining

Family

Brief



## THE PITCH

Bedroom

Commerciality

Ranging





## THE PITCH

Colour

Commerciality

Ranging





## THE PITCH

Colour

Commerciality

Ranging



## Recap

1. Finding your slot
1. Making contact
1. Research
1. Pricing
1. Presentation
1. Ranging
1. Follow Up

# Thankyou!

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## Any Questions?

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