



**FROCK SHOP**  
sales

## EXECUTIVE SUMMARY

Frock Shop Sales is a new company that will provide an outlet for retailers and designers to gain some return on their merchandise investments by executing limited time sale events. These events will offer excess merchandise and samples to customers at a discount. Frock Shop Sales is a Limited Liability Corporation owned and operated by Katie Gartner.

We will be working closely with retailers and designers that want to gain some monetary return on merchandise and samples that did not sell in previous seasons and clearance events. These retailers and designers not only want to sell merchandise and samples but they want to reach out to the Denver market in a way that has not yet been offered to them. This is an opportunity for retailers and designers to get in touch with customers that they may have not been able to reach due to limited marketing ability. This is a great opportunity for customers to obtain highly desired designer clothing and accessories at a discounted price.

The sample sale industry is both successful and profitable in the fashion hubs of the U.S. including Los Angeles, New York, Chicago, Dallas and Atlanta. Denver's fashion scene is growing at a rapid rate and ready for these types of events. Customers of all income levels seek out and shop sample sale events not only for the low prices but also for the one of a kind designer samples that never made it into production.

There are currently no consistent designer sample sale events that cater to the high-end fashion retailers and designers in the Denver metro area. While boutique and showroom sale events will be competition, the fact that we will be able to take the offerings of many boutiques and designers and offer them in one place for a limited amount of time will be appealing to many customers.

Frock Shop Sales marketing strategy will emphasize the discounts to be offered as well as the exclusivity of the brands and the limited time of the actual sale. Our marketing avenues will include fliers, social networking, local designers and boutique websites (as willing), as well as Denver based fashion industry and event listings (Fashion Denver, Metromix, etc).

Each sale event will be held in a "pop up" shop type of atmosphere and will take place in a different location than the last across the Denver metro area. We will begin with 2 sales a year and grow from there. The duration of each sale will be no longer than 4 days and will run through a weekend.

All merchandise will be collected in person by me, Katie Gartner. It will be collected on a consignment basis and sold at the amount agreed upon by myself and the retailer/designer. The profit from each piece will be split on the traditional 60/40 (Designers 60/Frock Shop 40) basis.

We have heard a lot of excitement from potential customers regarding these sales and we are continuing the search for the perfect merchandise. With the first sale approaching quickly, we are sure to see the excitement from retailers, designers and customers grow into a successful event. We are eager to be able to offer this opportunity to the Denver fashion community.