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STORM CREEK

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Dressing A Brand

Be the Apparel Expert your Customers Need

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Agenda For Today's Session

We'll cover three areas that will make you stand out as an apparel expert.

- **Educate to Differentiate:** Fabrics & technology need-to-knows, fit secrets, and sourcing smarts.
- **Brand Changer Status:** How the right apparel + decoration makes a great branding investment.
- **Forget Selling:** Give an Impression Session! You'll sell the jacket off your back and put money in your pocket.
- Q & A

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Poll Question

What are your two most common challenges in selling apparel?

- Sizing and Fit
- Price Points
- Not understanding performance/technology
- Hard to differentiate the offerings
- Inventory
- Colors Available



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Poll Question

How many years have you been a distributor? ____

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Poll Question


What percentage of your promo sales is apparel?


- Less than 10%
- 10-25%
- 26-50%
- 51-75%
- Over 75%


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Fun Facts



 One piece of outerwear makes an average of **2,650 impressions!**

 Up to **86%** of consumers think more positively about a company after receiving a promotional jacket.

 Across all ages, **outerwear is a "Top 5" influential product**, and the #1 promo product influencing 18-34 year-olds.

 **85%** remember the advertiser on an apparel item, the highest of all promotional products.

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Apparel Has the Biggest Promotional Impact in More than Half the U.S.



Outerwear | Performance Wear | T-shirts | Polo Shirts


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To Review: Poll Question Results

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Educate to Differentiate






1. Fabric & Tech Must-Knows
2. Fit Secrets
3. Sourcing Smarts

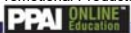
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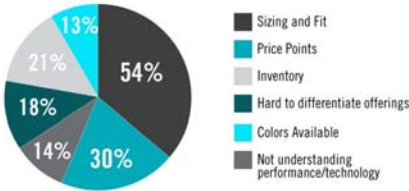
Fabric & Tech Must-Knows

Myths & Scientific Advances

-  Fabrics
-  Insulation
-  Wicking
-  Antimicrobial
-  Waterproof/Breathable


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Sizing and Fit is the Most Common Challenge



Challenge	Percentage
Sizing and Fit	54%
Price Points	30%
Inventory	21%
Hard to differentiate offerings	18%
Colors Available	14%
Not understanding performance/technology	13%

*Percentage total >100%, multiple answers allowed per participant

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Fit Secrets

- Never EVER Unisex 
- Size Scale Samples & Spreadsheets 
- Understanding Size Charts 

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WOMEN'S SIZE CHART

	XS	S	M	L	XL	2XL	3XL
Chest	32-33	34-35	36-38	39-41	42-44	46-48	50-52
Waist	24-25	26-27	28-30	32-34	36-38	40-42	44-46
Hip	34-36	36-38	38-40	41-43	44-46	48-50	52-54
Sleeve Length	30	30 3/4	31 1/2	32 1/4	33	33 1/2	34
Inseam	31 1/2	32	32	32	32 1/2	32 1/2	32 1/2

HOW TO MEASURE YOUR BODY

- 1 CHEST:** Measure around the fullest part, keeping the measuring tape horizontal.
- 2 WAIST:** Measure around the narrowest part of waist (typically the small of your back and where body begins to flare), keeping the measuring tape horizontal.
- 3 HIPS:** Measure around the fullest part of your hips, keeping the measuring tape horizontal.
- 4 NECK (BUST):** Measure around the base of your neck.
- 5 SLEEVE LENGTH:** With arm relaxed at side and slightly bent, measure from the center back neck, across shoulder to elbow, and down to wrist.
- 6 INSEAM:** Measure from the top of your inner leg along the inside seam to the bottom of your leg.

CHOOSING THE RIGHT SIZE

If your body measurements for chest, waist, and hips result in different respective sizes, use the size that corresponds to your chest measurement for tops, and waist measurement for bottoms.

If your body measurements fall between two sizes, opt for the smaller size for a tighter fit and the larger size for a looser fit.

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Women's Fit

Bust and Hip Measurements are Key

Size	Bust	Key #	Tee Shirt	Woven Shirt	Sweater Fleece	Winter jacket
Medium	36"-38"	38"	39"	40"	41"	44"

Size	Hip	Key #	Tee Shirt	Woven Shirt	Sweater Fleece	Winter jacket
Medium	38"-40"	40"	41"	42"	43"	46"

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Sourcing Smarts


The journey of the jacket...


Type of Apparel	# of parts	# of steps	# days to make fabric
Tee Shirt	4	7	7-14
Polo Shirt	7	<15	7-30
Typical Jacket	30-40	120+	25-45
SC Insulated Jacket with Hood	48	240	60


... is longer than you think!


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 **Inquiring Customers want to Know...**

 **Made in the U.S.A.?**

 **A higher Purpose?**


 **Responsible Sourcing?**

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 **Be A Brand Changer**

1. Make the Closet, Not the Drawer
2. Decoration – the Finishing Touch
3. Make your Mark with Made-to-Order


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
 **Make the Closet, Not the Drawer**

Research shows outerwear will only be kept if it's...

Useful = Performance/Comfort
Attractive = Fit
Enjoyable = On Trend

Think: Corporate *Lifestyle*


Performance and style. From the slopes to the suite.

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 **Get Some Logo Mojo**

Location



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 **Get Some Logo Mojo**

Depth & Dimension



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 **Get Some Logo Mojo**

Color Pop



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 **Make You Mark with Made-To Order**

FACT 20% of end users order over 4 months in advance.

- # of DAYS
- # of PIECES
- # of DOLLARS

YOU'LL NEED: SUPPLIER ADVOCATE




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 **Give an Impression Session**



1. Don't Be a Catalog Dropper
2. Q & A will Save your Day




 **Don't Be One of Those Sales People**



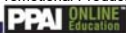

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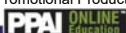
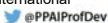
 **Q&A Will Save Your Day**

1. Budget?
2. Quantity?
3. In-hands Date?
4. End User Demographic?
5. Use?
6. Branding/Message Goals?

FACT
Over 2/3 (69%) of companies would pay more for better quality promotional products.

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Questions for Us?

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Thank You for Your Time!

STORM CREEK 

Check out the Links Tab for a copy of our
Top 10 Tips for Selling Apparel

For more information, contact:
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