

PRODUCT SOURCING AND ASSORTMENT PLANNING & THE TOPDRAWER / SUMMER 2017

To finish this project, I cannot but assume that I am a fashion buyer for the Topdrawer, a Japanese-American manufacturer and retailer, which focused on the lifestyle merchandise, and they carry multi-brand products.

I did the research around the core brands, trade shows, and the suggested three new brands, which I thought would be suitable for the boutique to carry. Also, I had to make a time calendar and a sales plan.

THE TOPDRAWER



The Topdrawer is a Japanese-American manufacturer and retailer focusing on the lifestyle merchandise, and they carry multi-brand products. Their products revolve around four core activities in a creative mobile life: working, photographing, eating, and traveling. Also, their products are quite functional, stylish and in a reasonable price point.



THE CORE BRANDS



KOLO

Category: Lifestyle

Classification & Price:

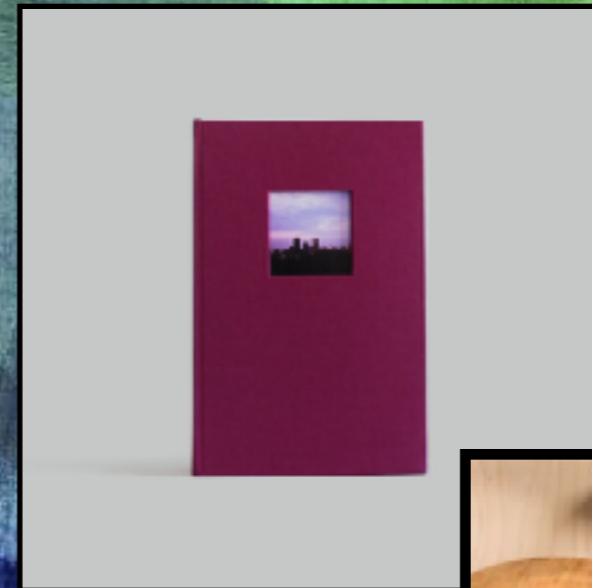
Bag(\$35-\$110); Note book(\$12-\$18); Album(\$18-\$69)

Headquarter: 241 Asylum Street, Lower Level
Hartford, CT 06103, United States.

Showroom: 351 Peachtree Hills Avenue, N.E.
Atlanta, Georgia 30305.

My suggestion:

- 1). On-trend merchandise.
- 2). Local made in US.
- 3). Multi-kind products.





IZIPIZI

Category: Glasses

Classification: Glasses

Screen reader; Sunglasses; Reading glasses

Price: \$40-\$50

Headquarter: IZIPIZI, 91 rue Réaumur
75002 Paris.

Showroom: Pitti Bimbo Trade show,
FORTEZZA DA BASSO Viale Filippo
Strozzi 1 - Florence.

My suggestion:

- 1). Reasonable price.
- 2). European brand.
- 3). Multi-color options.



ROMEO

Category: Fine pens

Classification & Price:

Ballpoint pens(\$79-\$120)

Headquarter: ITOYA of America, Ltd.

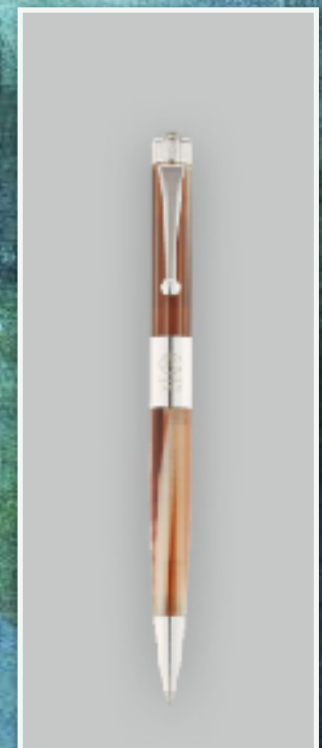
Corporate Headquarters: 800 Sandhill Avenue

Carson, California 90746

Showroom: 10 Warren Street, New York, NY 10007.

My suggestion:

- 1). Elegance & fancy
- 2). Made in Japan, delicate quality.
- 3). Eco-friendly, refillable and built to last





TAKENAKA

Category: Bento box

Classification: Bento box (Expanded/
Double expanded)

Price: \$32-\$37

Headquarter: 1-13, 4-chome, Hommachi,
Chuo-ku, Osaka 541-0053, Japan.

Showroom: TAK Development, Inc. 70
East 55th Street, 4th Floor, New York, NY
10022, U.S.A.

My suggestion:

- 1). Nice quality, BPA & Lead free,
microwave and dishwasher safe.
- 2). Full supply chain in US.
- 3). Multi-color options.



THE TRADE SHOWS



CALA SHOWS

Product assortment: Apparel (mainly in women's wear)/handbag/shoes/Accessories.

Price point: Apparel \$45-\$200/handbag \$80-100/
Shoes \$20-40/Accessories \$25-\$100.

Brands: 524 brands in this show.

Analysis:

A. Open booth floor plan: a great platform for both new and established vendors to showcase their product.

B. Cheaper price point.

C. Nice relax deal: The Sheraton Fisherman's Wharf offers rooms for only \$219/night for buyers. Also, the buyers can get a free transportation to and from Fort Mason. Free parking and catering will be provided for all buyers who register for the show.



NY NOW

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Product assortment: home, lifestyle, handmade and gift spectrum.

Price point: \$55-\$895

Brands: More than 10,000 brands.

Analysis:

- a) Get a chance to discover the latest products and trend: 67% of exhibitors come to NY NOW to launch new products.
- b) Location: New York-- The epicenter of design, trends, fashion, food, and fun. It's like no other market – and city – in the world.
- c) Huge categories: See new design-driven products across diverse product categories – with 2,400+ exhibitors and tens of thousands of products to discover.



➤ ASD MARKETWEEK

Product assortment: Gift + home accents/
fashion + accessories/ beauty + fragrance/
Souvenir + novelty/cash + carry/general
store/convenience store/culture/source direct

Price point: from a dollar to big amount
money

Brands: 2165 exhibitors

Analysis for the good point:

- a) 45,000 buyers from over 90 countries
visit ASD Market Week each year.
- b) The most comprehensive B2B trade
show.
- c) Load quality products at every price
point.



THE SUGGESTED BRANDS

SAGE

Category: Lifestyle

Classification: Perfume/Candle

Wholesale price range: \$22.5/\$28

Headquarter: 128 1/2 N Larchmont Blvd, Los Angeles, CA 90004

Showroom: CALA show

Good point:

Low price point/ Multi flavor/ Good for travel--
easy to carry/ Made in California/ 100% from
natural materials.



➤ LITTLE RIVER SOCK MILL

Category: Accessories

Classification: Socks

Wholesale price range: \$7-\$10

Headquarter: Fort Payne, Alabama

Showroom: #320 Cooper Building Los Angeles,
CA 90014

Good point: Low price point/ Multi pattern, color,
and size/ Good for travel and daily use/ Family
owned & operated since 1991/ 100% from certified
organic combed cotton/ Low impact dyes



➤ BOHO BY MOE MUNROE FINGERLESS GLOVES

Category: Accessories

Classification: Gloves

Wholesale price range: \$32-\$40

Headquarter: 680 8th Street, Suite 240, San Francisco, CA 94103.

Showroom: Fashion Market Nor Cal, San Mateo Event Center.

Good point: 100% cashmere/ vintage style/ Keep warm





THE TIME/ACTION CALENDAR

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	Brand	Lead time	Collection	Period	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Core Brand	KOLO	3 months	3	Spring/Summer	ORDER	RECEIVE											
				Fall/Winter						ORDER	RECEIVE						
	IZIPIZI	2 months	3	Spring/Summer	ORDER	RECEIVE			ORDER								
				Fall/Winter								RECEIVE			ORDER		
	ROMEO	4 months	1	Spring/Summer	RECEIVE											ORDER	
				Fall/Winter	ORDER			RECEIVE									
TAKENAKA	2 months	1	Spring/Summer	RECEIVE					ORDER			RECEIVE					
			Fall/Winter														
Suggested Brand	SAGE	2 months	3	Spring/Summer	RECEIVE	ORDER	RECEIVE									RECEIVE	
				Fall/Winter												ORDER	
	LITTLE RIVER SOCK MILL	1.5 months	2	Spring/Summer	RECEIVE			ORDER	RECEIVE								
				Fall/Winter						ORDER		RECEIVE			ORDER		
	BOHO	1 month	2	Spring/Summer	ORDER		RECEIVE		ORDER								
Fall/Winter										RECEIVE				ORDER			
Trade Show	CALA SHOWS					SF/DENVER									SF/DENVER		
	NY NOW					New York						New York					
	ASD MARKETWEEK						Las Vegas				Las Vegas						



THE SALES PLAN

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		FEB	MAR	APR	MAY	JUN	JUL
UNIT SOLD	Lifestyle	45	50	68	70	100	65
	Glasses	20	30	30	35	40	45
	Fine pens	6	6	8	8	10	10
	Bento box	15	18	20	28	30	25
Average unit price	Lifestyle	\$66.5				\$50	
	Glasses	\$45				\$40	
	Fine pens	\$99.5					
	Bento box	\$34.5				\$30	
Sales of the month	Lifestyle	\$2992.5	\$3325	\$4522	\$4655	\$5000	\$3250
	Glasses	\$900	\$1350	\$1350	\$1575	\$1600	\$1800
	Fine pens	\$597	\$597	\$796	\$796	\$995	\$995
	Bento box	\$517.5	\$621	\$690	\$966	\$900	\$750
Total Sales		\$5007	\$5893	\$7358	\$7992	\$8495	\$6795
		Total Retail: \$41,540					

- Because of the topdrawer is a lifestyle store, the total sales are not too high.
- The topdrawer has the summer sale in Jun and July, so the retail price will be cheaper than usual.
- Average unit price * unit sold by month = sales of the month