

# KidStyleSource Interview Form

We've got questions...

You've got answers...

We'd like to feature your store/website on KidStyleSource. If you could answer the questions below and send images that would be helpful in featuring you on the site.

**What in your background/experience (personal and/or professional) prompted you to start your children's store/website?**

**How would you describe your store/website to brands and manufacturers? (In other words, what distinguishes your store/website from others? How would you define the store/website's retail point-of-view?)**

**What types of products do you carry? What are some of the key brands you carry?**

**Do you carry both boys and girls clothing? What size ranges for each? Is it more heavy on girls or boys or equal in terms of selections for parents?**

**What's the retail price range of products you sell? (Lowest to highest with an example of each i.e. t-shirts for \$20 to outerwear for \$200 you can promote brands if you like)**

**What is your source of inspiration/key influences while shopping for items for your store/website?**

**What are some of the key looks and themes you see as important for your store/website to carry? (What do you want to make sure shopping parents don't overlook in your store/website?)**

**What can manufacturers, designers and show organizers do to make your job of shopping the market easier?**

**What are the challenges you face in the retail climate today?**

**What are the rewards of running a children's retail business?**

**When did your store/website open/launch?**

**Where are you located?**

**What is the square footage of your store?**

#### **FAST FIVE QUESTIONS**

1. If you could identify an item or category that does well in your store/website what would it be?
2. What one word would describe your store/website?
3. What do you find exciting about your store/website?
4. What one thing do you want people to know about your store/website ?
5. What's your fashion rule on purchasing products for children ?

Thanks so much for your time. Please send us \*3-4 images at your earliest convenience. Images can be of the store, logo, and site screenshot anything that shows visually who you are. If you have any questions please don't hesitate to reach out to me.

See the format requirements below. We look forward to writing you up.

\*Image requirements:

Images that would be great are your logo, a shot on your homepage, products you carry, store displays as well as exterior shots of the store. Please include description of the images sent. Images need to be 600 pixels deep by 600 pixels wide at 72dpi.