

KidStyleSource Interview Form

We've got questions...

You've got answers...

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

How would you describe your line to retailers?
(In other words, what distinguishes your line? How would you define the collection? (design point-of-view?))

What was your source of inspiration/key influences for the current season collection?

What are some of the key fabrics being used this season?

What details were added to the line to help it stand out this season?

What pieces do you want to make sure retailers don't overlook this season?

What season did you launch your collection? Did you launch it wholesale first? Or did you begin selling direct-to-parent through your website first?

What was your first trade show in the US with the line? How would you describe the line's reception from retailers? If this wasn't your first trade show, when did you first start your wholesaling effort and how?

What's on the horizon for the line/brand? For example where do you see the brand in five seasons? --new sizing or line expansions or promotional/marketing efforts/events?

Where is your company based?

Where is the line produced?

About how many pieces in the current collection? How many different styles?

What is the size range?

What is the wholesale price range (from lowest to highest with an example of what is the opening price point item and what is the most expensive piece on the line)?

What is the suggested retail Price range?

Do you have a US agent/rep/distributor for the collection? If yes who is it and how would retailers get in touch with them to purchase your line?

When does your selling season end? What are your delivery dates for this season?

Before the collection breaks at wholesale we'd love to put you on the radar of retailers shopping for kids fashion/product. Please be in touch about new items/looks for the upcoming season.

FAST FIVE QUESTIONS

1. If you could identify 1 item in your current collection as a SHOWSTOPPER what would it be ?
2. What one word would describe your collection ?
3. What do you find exciting about creating your collection ?
4. What one thing do you want people to know about your brand ?
5. What's your fashion rule on designing for children ?

Once completed return the questionnaire and 4 images from your current line to go with the story. The images need to be no smaller than 600px wide and no smaller than 600 px deep @ 72dpi