

# Premiere Classe.

## Premiere Classe Tuileries

### IDENTIFICATION FORM

return by email at [accessories@premiere-classe.com](mailto:accessories@premiere-classe.com)  
or fax +33 (0)1 40 13 74 80

The information in this document is strictly confidential and will only be used by the **Premiere Classe** trade show. The information given will be used for an evaluation with the aim to improve and strengthen the trade show offer, as well as to correctly place your brand within the reference area that best suits it.

Please send us images of your collection (**obligatory**), a presentation of your brand, as well as anything else that you believe would enrich your brand's evaluation.

**Any incomplete identification form will not be accepted.**

#### SELECTED TRADE SHOW(S)

- Premiere Classe January 2018                       Premiere Classe Tuileries March 2018  
 Premiere Classe September 2018                       Premiere Classe Tuileries October 2018

#### COMPANY DETAILS

BRAND NAME .....

CORPORATE NAME .....

VAT .....

BRAND NATIONALITY .....

ADDRESS .....

POST CODE/ZIP CODE ..... CITY ..... COUNTRY .....

TELEPHONE .....

EMAIL .....

WEBSITE .....

#### REPRESENTATIVES

JOB TITLE	SURNAME	FIRST NAME	EMAIL
General Director			
Sales Manager			
Person responsible for your participation			

↳ Mobile number for person responsible for your participation: .....

### WHO ARE YOU?

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- Designer       Manufacturer       Distributor       Agent

### MAIN PRODUCT

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- Jewels       Shoes       Bags & Leathergoods       Textile accessories  
 Others (please specify).....

### BRAND TARGET

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- Men ..... %       Women ..... %       Children ..... %

### WHAT IS YOUR PRINCIPAL COUNTRY OF MANUFACTURE?

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### BRAND POSITIONING

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Year of creation: .....

Number of collections per season? .....

Please describe the style of your collection: .....

.....

.....

Do you work your collections in private label and/or white-label?       Yes       No

What is your average buying price? .....

What is your advised mark up multiplier? .....

Do you have a minimum purchasing order for your clients? If yes, what is it? .....

.....

Who are your main competitors?

1. .... 2. ....

3. .... 4. ....

5. .... 6. ....

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## Premiere Classe Tuileries

What is the brand's annual revenue? .....

Number of points of sale in France? .....

Number of international points of sale? .....

Split of revenue by types of clients (in %):

- Retail: ..... %
- Wholesale: ..... %
- E-commerce: ..... %

Do you own any shops in your company's name?  Oui  Non

If you do, how many? .....

What are your current main points of sale:

1.

Name of the shop ..... City .....

Name of the buyer ..... Telephone .....

Email .....

Website .....

Name of the shop ..... City .....

Name of the buyer ..... Telephone .....

Email .....

Website .....

Name of the shop ..... City .....

Name of the buyer ..... Telephone .....

Email .....

Website .....

Name of the shop ..... City .....

Name of the buyer ..... Telephone .....

Email .....

Website .....

**CONCERNING YOUR PARTICIPATION?**

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Which season will be presented at the selected trade show? .....

Number of lines to be exhibited at the trade show? .....

Which countries/geographical territories would you like to develop? .....

.....

Are you looking for agents and/or distributors?  Yes  No

If so, from which geographical territories .....

.....

.....

.....

What is the requested surface area? .....

Do you have any particular requests? .....

.....

.....

.....

Other trade shows where the brand exhibits? .....

.....

**Thank you for filling out this form.  
This will help us to get a better understanding of your brand and give you the best service.**

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### **ABOUT THE DESIGNER** *Compulsory for applicants for Premiere Classe Tuileries*

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Last name ..... First name .....

E-mail .....

Have you studied at a design school?  Yes  No

If yes, which one? .....

What has been your career/studies journey? .....

.....  
.....  
.....

Do you design for a brand at this point in time?  Yes  No

Have you been part of any collaborations?  Yes  No

If yes, which ones? .....

.....  
.....

(Please send us visuals of these collaborations)

What is your main communication tool? .....

.....

Please send us the catalogue of your collection, lookbooks, and all other documents that present your collection.  
*Please note that we are not looking for a line sheet, but the communication and marketing tools used to present your brand universe and your designs.*

Facebook : .....

Instagram : .....

Site Internet : .....

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