

IDENTIFICATION FORM

return by email at clothing@whosnext.com
or fax +33 (0)1 40 13 74 84

The information in this document is strictly confidential and will only be used by the **Who's Next** 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)

Who's Next January 2018

Who's Next September 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?

- Designer Manufacturer Distributor Agent

MAIN PRODUCT

- Clothes Shoes Accessories Others (please specify)
-

BRAND TARGET

- Men % Women % Children %

WHAT IS YOUR PRINCIPAL COUNTRY OF MANUFACTURE?

.....

BRAND POSITIONING

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.

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:

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?

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.