

Consulting Services

Retail

FASHION FORECASTING

- Comprehensive trend reporting
- Buying trends: runway vs. high volume drivers
- Market Demographics
- Niche retailing thru product assortment
- Trend analysis
- Niche buying: international vs. domestic
- Customer and assessment profiling

BRANDING

- Store design
- Visual Merchandising techniques
- Retail environment
- Advertising/Promotions/Media

VISUAL MERCHANDISING

- Trend concepts
- Niche merchandising techniques
- Mannequin and Fixture development
- Space planning
- Window and interior displays
- Display and Propping techniques
- Team development and systematic approach

STYLING/CREATIVE DIRECTION

- Advertising: look books, online and print media
- Runway presentation
- Mannequin/window concepts

Manufacturers

DESIGN DIRECTION

- High volume key item focus
- Trend relevance

MERCHANDISING

- Color analysis
- Key silhouette focus
- Assortment plan
- Top to bottom ratio

FASHION FORECASTING

- Niche trend development
- Insightful trend analysis
- Global fashion expertise
- Comprehensive trend reports up to 1yr in advance

GLOBAL SAMPLE SHOPPING

- Niche buying for design inspiration
- Market analysis

Designers

BUSINESS STRATEGY

- Niche market planning
- Future growth plans to gain market share
- Analysis of collection focus
- Quality and pricing relationship

PRODUCT DEVELOPMENT

- Trend direction
- Cohesive story telling
- Color analysis
- Shape/silhouette focus
- Merchandising line for the retail floor

BRANDING/MARKETING STRATEGY

- Demographic focus
- International and Domestic distribution
- Exclusive partnership/project development
- Special events and "out of the box" marketing plan
- Brand distinction and preservation in the marketplace

STYLING/ART DIRECTION

- Create correct image for brand via all advertising efforts (lookbooks, editorials, runway, etc)
- Create alliances with trend right social media outlets
- Guided advertising media focus

the sche report

213-610-3154 margaret@margaretsche.com www.margaretsche.com

fashion