

Workshop

Merchandising Sourcing

As a creative Designer, your retail business format will be to design, create and develop your own fashion collections. In the sourcing phase, several key aspects are considered. Compatible fabrics to style, colors, accessories, sizes, quantities [units per style], manufacturer and delivery schedules. There is some negotiation skills required in this process as the selection of manufacturers is limited due to small units per style commissioned. As such a balance needs to be struck between the retailers [designers] wishes and plans and the manufacturers willingness in producing the ranges. Several partnership models will be discussed during this workshop.

9 February 2010 (Tuesday)

1.30pm to 5.30pm (registration 1.00pm)

SPRING Singapore, Podium block P3-03, (Next to Auditorium)

2 Bukit Merah Central, Singapore 159835

**Participation
Fees** (inclusive of GST)

**S\$35 (TaFF members &
Students)**

**S\$50 (Non TaFF
members)**

Workshop Synopsis

Participants will be taught what to prepare before sourcing in this workshop:

1. **Negotiations:** The rules of good negotiation and how to strike the best deals
2. **Sourcing Manufacturers:** Selection criteria, fostering partnerships, retaining and managing a good manufacturing base

Learning Outcomes:

1. **Negotiations;** participants should be able to take away skills in how to strike deals that are workable and sustainable and how to foster partnerships that will support their brand
2. **Sourcing;** effective fabric & accessory sourcing
3. **Manufacturing sourcing;** how to research and find good manufacturers that are able to produce small quantities and maintain consistency in quality, size, fit and cost

Organized by Textile & Fashion Federation (Singapore) and supported by
PARCO Singapore and SPRING Singapore

No 2 Leng Kee Road #02-09 Thye Hong Centre, Singapore 159086

Tel: 67358390 Fax: 67358409 email: admin@taff.org.sg

Speaker



Mike Wu

Fashion Director and Founder of BY3 Design

Mike Wu is the Fashion Director and Founder of BY3 Design, a Singapore fashion apparel company. Graduated from Fashion Institute of Technology, State University of New York, Mike majored in Fashion Merchandising and Apparel Production Management and has years of experiences in the fashion and retail industry. In the 80's, he started the product development for Matahari Department Stores in Indonesia and then founded BY3 Design in Singapore to focus on product development for major department stores such as Galeries Lafayette, CK Tang, Metro and OG. Mike was appointed as the Fashion Coordinator in Metro and was involved in setting fashion directions for the fashion merchandising department and liaising with A&P for the various advertising campaigns. Under Mike's directions, BY3 Design has also diversified into developing and marketing its own brands. He established "ALLURE" in Singapore, making its debut in Tangs Studio. Presently, BY3 Design has 5 brands: ALLURE, IE, TAMARA, MYRA B, MELANGE and operates 21 company owned outlets in Singapore, 6 in Malaysia, 13 company owned and 8 franchised outlets in China. Since 2003, BY3 Design has started selling internationally to Thailand, Japan, France, Spain, Turkey and the United States.

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REGISTRATION

Please fax or email completed registration form by **1 Feb 2010**
Fax 67358409 email: admin@taff.org.sg

Registration & Payment Details

To confirm participation, all registrations must be accompanied with cash or cheque payment in full. Students are required to produce student passes at registration, failing which, full participation fees of non-members will apply

All cheques to be crossed and made payable to "PARCO (Singapore) Pte Ltd". Please indicate name, company & workshop title on the reverse side of the cheque.

As there are limited seats, registrations will be based on a first-come-first served basis. Full refunds will be given to unsuccessful applicants. There will not be any refunds for no show.

Taff members & Students S\$35 Non Taff members S\$50

Name

Job title

Student Pass no.
(if applicable)

Company/School

Address

Tel

Fax

Email

Handphone

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