

# ON OFF PARIS SHOWROOM

SUPPORTING LONDON DESIGNERS

**On|Off Paris Showroom**  
**4th to 10th March 2010**

**Galerie Cadain**  
**76 Rue Quincampoix**  
**75003 Paris**

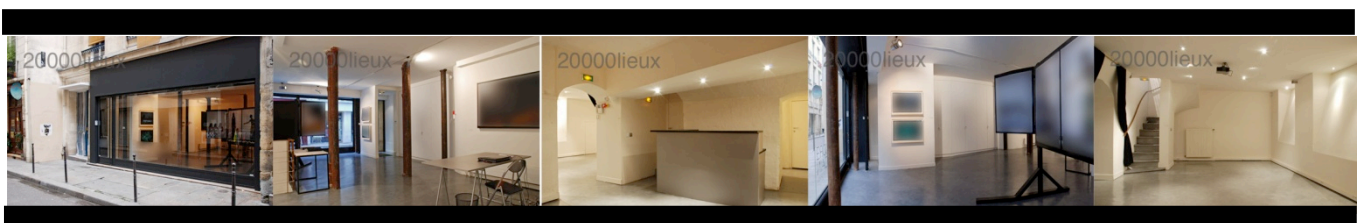
## **Overview.**

On|Off has recognised a shift in buyer's views towards showrooms. Buyers are exhausted of searching through over saturated mass-market fairs such as *Tranoi*, *Rendez Vous* and *19 Vendome*. Instead, they are seeking out unique and hand-crafted designer pieces within small and personal showrooms (Rainbow Wave, Valerie De Mure, Eastern Block etc). **This initiated the 'On|Off Paris Showroom' in October 2009.**

## **Background.**

The On|Off Paris Showroom October 2009 proved successful with attendance of high-calibre buyers and press. It attracted approximately 50 **unique** buyers from across the globe, which generated new contacts extending to new territories for all the designers.

Last season's designers (Graeme Armour, Pam Hogg, Christopher Raeburn etc.) all took orders by blue chip stores and boutiques including Curve (USA), Browns Focus (UK), Opening Ceremony (USA), Feathers (UK), Harvey Nicholas (Hongkong/China), Seven (USA), Le Fate Ignoranti (Italy), Nonytach (Switzerland), Apartment (Germany), to name a few.



## Designers Feedback.

“ The space presented a welcoming opportunity for buyers to see my work in a relaxed way. The resulting orders reflected the calibre of buyers that the showroom was able to attract.

- Christopher Raeburn -

“ I found the On|Off Paris Showroom the best experience and such an important showroom to be involved in to build our brand. “

- Mumtaz Suterwalla, Agent for Falguni&Shane Peacock -

## On|Off Paris Showroom March 2010.

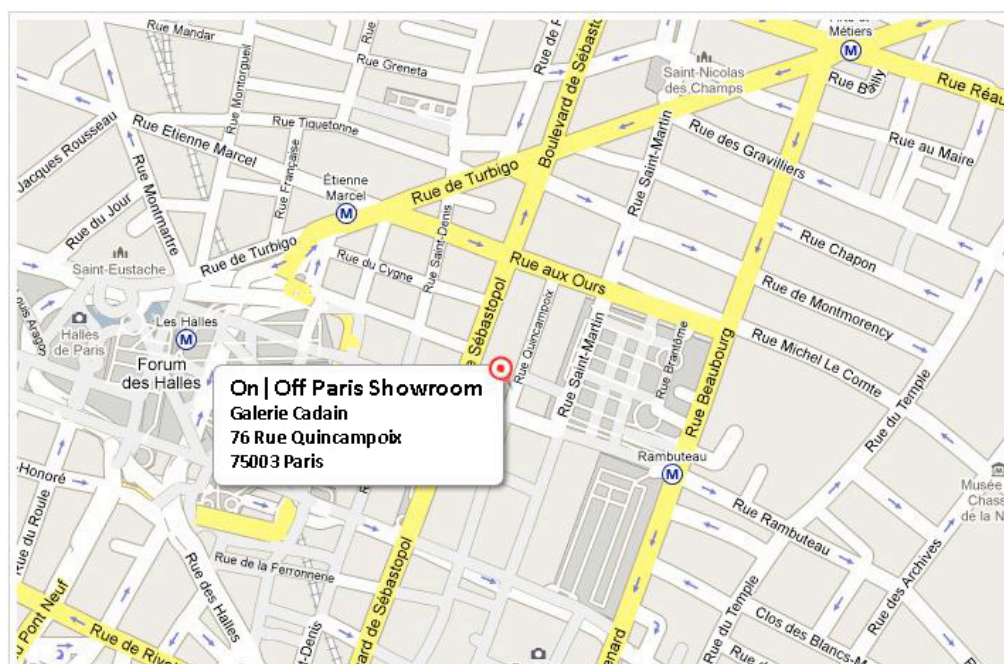
This will be the second season for OnOff Paris Showroom. It will feature a selection of 8-10 premium designers, who will be selected both for their creative talent and their proven production capabilities. They will be unique labels that compliment and benefit one another in order to create a boutique feel. Featuring both garment and accessory labels, the On|Off Paris Showroom March 2010 will offer buyers the opportunity to browse and place orders in a clean, contemporary and comfortable environment.

## Designer Selection.

On|Off has once again enlisted well-known buyer and opinion former, *Yasmina Dexter*, to drive the vision of the showroom and to handpick each label who will exhibit. Yasmina's background includes working with *Preen* for 7 years (managing production and sales), assistant buyer for contemporary and international womenswear at *Liberty's*, sales director at *Relative MO* (clients including Preen, Giles, Markus Lupfer). As well as selecting the designers, Yasmina will also invite a selection of key buyers and opinion formers to visit the showroom.

## Location.

The On|Off Paris Showroom have an ideal central location, within the fashionable Marais, and located not far from other established showrooms and tradeshows. This offers buyers easy access to several showrooms/tradeshows in one area.



## **Buyers.**

On|Off will prior to the event, invite a selection of key buyers and opinion formers to visit the showroom. On|Off has also added a new representative to the On|Off team dedicated to contact and maintain relationships with International buyers prior to Paris Fashion Week.

However, despite this On|Off MUST STRESS that the chosen designers will need to arrange their own individual appointments with buyers and manage sales themselves although *Yasmina Dexter* and the On|Off team will be available for advice.

## **Marketing&Promotion**

On|Off will be utilising a number of marketing avenues to promote and publicise the showroom. These include:

*Modem:* On|Off will be working with Modem to ensure coverage and advertising in all Modem Materials.

- 1 page in MODEM EUROPE (30,000 copies)
- 1 page in MODEM (16,000 copies)
- On|Off Banner on Modemonline.com

*Fashion UK Export:* On|Off will be working with UKTI to maximize their support and communication channels.

*Print:* On|Off will be creating unique flyers and cards to distribute at On|Off London, WHITE (Milan) and throughout Paris (including the London Fashion Week Showroom).

*Electronic:* The On|Off website will feature profiles of all showing designers. E-vites and press releases on the Showroom will be sent out to On|Off's unique database of International buyers and press both before and during the showcase.

Additionally, On|Off will be hosting a special launch drinks reception at the Showroom.

## **Fee.**

The total cost of £1500, which include gallery space, furnishing and marketing.

## **Admissions.**

The deadline for applying is January 18<sup>th</sup> 2010.

For more info please email either: [yasmina.dexter@googlemail.com](mailto:yasmina.dexter@googlemail.com) or [marielle@thedoll.org](mailto:marielle@thedoll.org).

## **Contact.**

For more information or any queries please contact:

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# On|Off