

Trunk Shows

# YOUR PERSONAL RAMP

Trunk shows help designers to discover unique needs of their customers. Though long forgotten, designers are waking up to the age old method of trunk shows to build a strong customer base. Jewellery industry in the west has warmed up to it and Indian jewellery industry is slowly learning about it. So read to know more about this method in this feature by **Kavita Parab.**

## Overview

Hosting a trunk show in the midst of e-commerce boom may sound regressive but this trend is getting quite popular internationally and in Indian metro cities. This long forgotten method is getting a new lease of life as the designers these days prefer getting connected with their potential customers directly. Though trunk shows are getting their popularity due to fashion designers, even jewellery industry is gradually turning towards it.

A jewellery trunk show can take place not only in a jewellery specialty boutique, but also in a clothing boutique, gift store, or even gallery. It is an exciting opportunity for the jewellery designer as well as the boutique owners.

## Why do I need trunk show?

Whether you are an established brand or an emerging one; trunk show will do a lot of good for your brand. "Trunk show helps the customers get access to their products in a more real way and to reinforce what the brand stands for," said Shri Vyshnavi Annush, Founder of Pookaari.com. This would be the brand's



Pookaari.com

### Did you know?

Trunk shows were first popularised by Bill Blass following World War II.

opportunity not only to make money but also to get direct feedback from the customers.

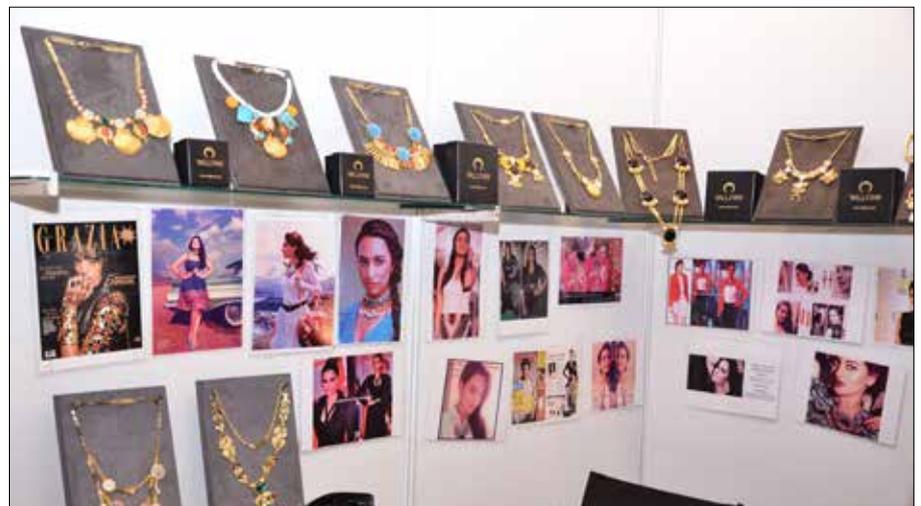
A trunk show is a great way to connect with the customers and offer a great experience to touch and feel our designer accessories. If you are an upcoming jewellery brand, it would be a chance to get a breakthrough that the brand has been looking for. Shri Vyshnavi Annush suggested "Quality, quality and quality. I believe that if you have an original design sense along with great quality the product will speak for itself. The best way for an emerging brand to do a trunk show is



Shri Vyshnavi Annush, Founder of Pookaari.com



Pookaari.com



Courtesy - Stuckinstyleblog



Pookaari.com

to collaborate with online retailers / physical retail stores to do a combined trunk show where in they can showcase their jewellery. The key thing is to collaborate with the right kind of retailers to position your young brand in the right manner.”

The customer can try on the jewellery and also get a good understanding of the kind of jewellery that we retail. Also, it helps the brand to understand customers better from the feedback that they receive instantly and help in improving their curation.

She further shared experiences of her own brand, Pookaari.com. She said “We have held a number of trunk shows. Our first was our launch event in October 2014. It was huge success!”

“We also had a launch event for Mrinalini Chandra’s limited edition



Courtesy: Google images

collection for Pookaari.com in Mumbai where many celebrities came by. They absolutely loved the collection and the concept of a multi designer portal exclusively for accessories! We also had a trunk show of our Diwali curated collection in Oct 2015 which again was an astounding success,” she added.

### Markets

Market and its demands are based on region and cultural differences; therefore holding trunk shows helps you get the pulse of the markets. Else, it would be difficult to know the important nuances of a particular market.

### Payments

Generally, when you are selling your stock at the show, payment is made immediately. However, if you are showing only samples at the show then may be half the payment is made at the time of the placement of the order and the rest at the arrival of the merchandise.

### What’s in for STORES?

Stores are eager to hold trunk shows for designers as they don’t have to buy the inventory, therefore there is minimal risk involved for them. It creates buzz around their brand as well and helps them to keep in touch with their customers. It helps in getting the store managers to train and motivate their staff. While jewellery designer is in the house, the staff would be more alert about the jewellery displays, their knowledge about the product etc. as they would be aware that the designer would be able to notice flaws if they fumble.

Trunk shows prove to be a win-win situation for the designer as well as store/boutique owner as it creates traffic for both the brands. This in-store party is beneficial for both.



Pookaari.com

# Trunk Shows

Julie Shah, fashion designer, shares her tips on few do's and don'ts for the trunk shows.

## Do's:

### 1. Adequate research is essential

Adequate research on the trunk show is imperative as it determines the success of your performance at the show. Information on various aspects like expected footfall, previous editions, organizer, type of attendees (whether niche or mass), price points that work, are important and should be surveyed prior to showcasing.

### 2. Cost of showcasing at Trunk Show

The cost of showcasing at the trunk show needs to be clearly understood. The price of the stall should not be too expensive as it might get difficult to recover the cost and risks must be calculated in the averse situation of sufficient footfall does not turning up.

### 3. Spread the word

Once the participation is confirmed, promotion of your brand and the exhibition is vital towards pulling traction to your stall at the trunk show. Social media build up's remain key to this process.

### 4. Watch out for theft

Due to large crowds during peak hours, stalls often get overcrowded and the chances of theft are high. Sales personnel attending to customers at the trunk show should be alert at all times to avoid such situations.



Pookaari.com

## Don'ts:

### 1. Overstock/understock

Over stocking or under stocking are not advisable. Over stocking may make your stall look crowded, and under stocking may make your customers lose interest in your stall. Sufficient stock with variants and sizes should be maintained.

### 2. Overcrowd the Display

Trunk shows tend to run high in tension. Usually crowded, noisy and filled with choices, customers are not in their most relaxed state of mind and often tend to have low attention spans. Keep your stall clean, neat with products properly displayed. If it happens to be in an open ground, make sure the products are dusted frequently to keep away dust. ■



Pookaari.com

Julie Shah is a fashion designer and her brand is called Julie. Her store is situated at Kemps Corner in Mumbai.