

# ASAMPLE



@ASAMPLESALE  
WWW.ASAMPLE.CO.UK

LUXURY SAMPLE SALES MADE EASY

# WHAT IS ASAMPLE?

aSample is a multi-channel platform and service that enables brands to host luxury sample sales across the UK with as little input as they like.

Our professional end-to-end service coupled with a lucrative network of engaged shoppers and industry insiders has seen us partner with some of the world's best luxury brands.

We would like your help introducing aSample to US fashion, homeware or beauty brands who have excess stock and may wish to run a sample sale in the UK. Our aim is to grow our existing online sample sale network and offer customers exclusive access to off-price luxury product.



INTRODUCTION

# BACKGROUND

## THE FOUNDERS

aSample co-founders Stephanie Lomas and Sophie Davies collectively have 16 years of experience working within the fashion industry in operations and wholesale.

After realising London was lacking a go-to source for designer sample sale listings – somewhere to discover the upcoming sales and locations, in chronological order – Stephanie and Sophie decided to create their own and aSample was born.

Not only does it give eager fashionistas the inside track, but it also offers fashion designers and brands that want to outsource the workload and project management of their seasonal sample sales an unrivalled end-to-end service.

In the past five years, aSample has managed sample sales for brands such as Sophia Webster, Rag & Bone, Malone Souliers, Nicholas Kirkwood, Olivia Burton, Rosentica, Temperley London and many more.

# WHY ASAMPLE?

## EXPERTISE

We want our brands to get the best out of their sale. aSample offers a wealth of experience to consult and advise brand on the most effective ways to activate their sample sales.

## MARKETING

Promotion and listing opportunities including the aSample website, social channels and email mailers target an engaged database of loyal members.

## PROJECT MANAGEMENT

aSample offers the simple and seamless management of a sample sale. We manage the project from start to finish through our supporting production service.

# OUR ONLINE SAMPLE SALE PRODUCTION SERVICE

- **DELIVERY**

We pack all products in recyclable packaging and ship to customers using DPD.

- **CUSTOMER SERVICE**

Our helpful customer service team is on hand to make shopping your sale as easy and simple as possible.

- **MARKETING**

We ensure communications surrounding your sale reach as many of the right people as they can.

- **PHOTOGRAPHY**

aSample can create packshots if required.

- **PROCESS**

The aSample site processes all payments and provides the flexibility required to run a seamless sample sale including:

- Creating end of sale reports
- Accepting PayPal and all payment cards including Amex, with no transaction fees.

- **SALE GRAPHICS**

The full production of digital marketing art-worked assets and a dedicated webshop: we upload all data and images to your aSample shop.

- **STOCK**

aSample manages and takes care of all stock inventory including creating the pricing strategy, stock merchandising and dispatching all customer orders.

# OUR WEBSITE

[SHOP BRAND](#) [SAMPLE SALES](#)



[SAMPLE SALE SERVICE](#) [MAILING LIST](#) [CONTACT US](#)

ROSANTICA SALE NOW LIVE. ENDS IN:

4d 7h 14m 9s

[SHOP ROSANTICA NOW](#)

# BRAND PARTNERS

MALONE  
SOULIERS



OLIVIA · BURTON  
LONDON

CHARLOTTE  
SIMONE

SOPHIE HULME

rag & bone

YUZEFI  
LONDON

J & M DAVIDSON

SOPHIA WEBSTER

EYLAND

NICHOLAS KIRKWOOD

*Temperley*  
LONDON

ROSANTICA

# WHAT MAKES US DIFFERENT?

## PRIVATE SALES

We can create private pages and exclusive online events for VIPs. Reward VIPs, team members or even competition winners with access to unique sales or pre-launch previews.

## STOCK OPERATION

We've found that the simplest way to host the most efficient and cost-effective online sample sale is to launch, run and complete the sale before submitting the full order of sold stock to the brand. The brand then picks and dispatches the sold units to the aSample depot ready for distribution to our customers.

## PAYMENT METHODS

- Apple Pay
- PayPal
- Visa
- Mastercard
- American Express



# UK MARKETING

With a reach of 45,000+ fashion enthusiasts who are passionate about collecting exclusive items, we are able to promote sample sales to an engaged and targeted client base.

Our marketing channels include:

- Email marketing mailing list
- VIP contacts
- Website listings
- Booking page listing – using a time slot mechanic
- Paid social and Google Ads to support awareness and traffic
- Direct 'shop' function on Instagram posts

Just as we care about our brand, we care about staying true to yours. We'll create and implement a communications and creative strategy that fits everyone's needs.



## TESTIMONIALS



### SOPHIA WEBSTER

*"aSample was very helpful and thorough throughout the whole process. Its experience and efficiency were evident from the beginning complemented with excellent communication leading up to and throughout the sale days."*



### OLIVIA BURTON

*"The aSample team gave us much needed support and expertise which ensured that the sample sale was a huge success – exceeding our expectations."*

# WE WOULD LIKE TO CONNECT WITH...

Luxury and mid-tier fashion brands across all categories:

- Beauty
- Shoes
- Bags
- Clothing
- Jewellery & Watches
- Homeware

The positions that we would need to reach within brands/agencies are:

- CEO
- COO
- Head of Sales
- Head of Retail
- Sales manager

# WHATS IN IT FOR YOU?

For any connection that results in a sample sale the crossroads member will earn 2.25% of Net Sales for the life of the account. Typically smaller brands do 3 sales a year and the large brands do 2 per year.

|                                    | BRAND 1   | BRAND 2   | BRAND 3    | BRAND 4    |
|------------------------------------|-----------|-----------|------------|------------|
| <b>Sales Value</b>                 | \$ 15,762 | \$ 40,507 | \$ 107,596 | \$ 166,378 |
| <b>Returns Value</b>               | \$ 3,399  | \$ 7,081  | \$ 2,538   | \$ 11,948  |
| <b>aSample Discount</b>            | \$ 414    | \$ 27     | \$ 4,922   | \$ 1,170   |
| <b>Shipping</b>                    | \$ 541    | \$ 5,433  | \$ 12,434  | \$ 15,068  |
| <b>FINAL SALES VALUE</b>           | \$ 11,408 | \$ 27,966 | \$ 87,701  | \$ 138,192 |
| <b>Fixed % for you per sale</b>    | \$ 257    | \$ 629    | \$ 1,973   | \$ 3,109   |
| <b>Reoccurring 3 times anually</b> | \$770     | \$1,888   |            |            |
| <b>Reoccurring 2 times anually</b> |           |           | \$3,947    | \$6,219    |

# CONTACT US

## WEBSITE

[www.asample.co.uk](http://www.asample.co.uk)

<http://crossroadsgo.com/asample.html>

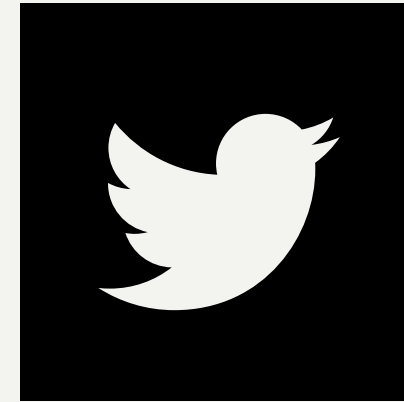
## PHONE NUMBER

+44 (0) 7908122114

## EMAIL ADDRESS

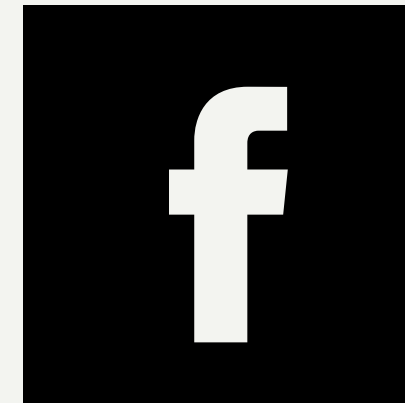
[nick@crossroadsgo.com](mailto:nick@crossroadsgo.com)

THANK YOU!



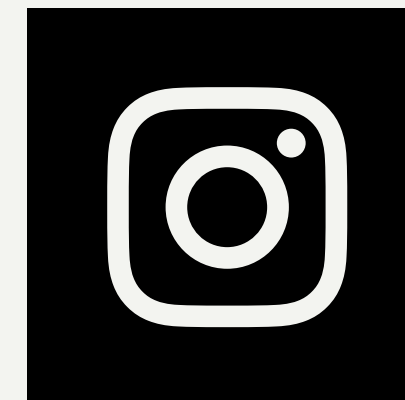
TWITTER

@ASAMPLESALE



FACEBOOK

@ASAMPLESALE



INSTAGRAM

@ASAMPLESALE