

# **LDC.**

## **Take Your Brand Global.**

**With Lucy Haine, DIT and Rebecca Morter, Lone Design Club**

# Lucy Haine & Alice Scott

Export Opportunities



Department for  
International Trade



## Lucy Haine – International Retail



# What is the Department for International Trade?

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- **Ministerial department** that helps UK businesses export and grow into global markets.
- Represented in over **100 countries worldwide** via Embassies, Consulates and Overseas Business Network Partners
- London region (covers SE) is organised in 7 sector teams
  - **Fashion & Consumer**
  - Creative,  
Food & Drink
  - Technology and Infrastructure
  - Engineering and Manufacturing
- 65 **International Trade Advisers** recruited from the private sector



Department for  
International Trade

# Connecting with the DIT Network - UK

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- First point of contact – International Trade Adviser (ITA)
- Bespoke, impartial advice and support in their specialist sector
- Industry background, knowledge & network
- Identifying routes/obstacles to market
- Connecting you with overseas network, events & opportunities
- Discuss all aspects of brand building: IP, finance, production, sales & marketing
- Signposting to other business support organisations
- Contacts across industry

ukft<sup>®</sup>





# Connecting with the DIT Network - Overseas

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- Buyer/agent/distributor/showroom – local knowledge
- Potential obstacles to market entry – branding / legal/language / duties & tariffs
- Cultural feedback and opinion, business etiquette
- Local contact with retailers in certain circumstances – payment?
- Promoting local export opportunities in each sector
- Collaborating on events & missions



## **Marina Iremonger**

Senior Trade Adviser,  
[Italy](#)

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[marina.iremonger@mobile.trade.gov.uk](mailto:marina.iremonger@mobile.trade.gov.uk)

### **Languages**

Italian English French, German

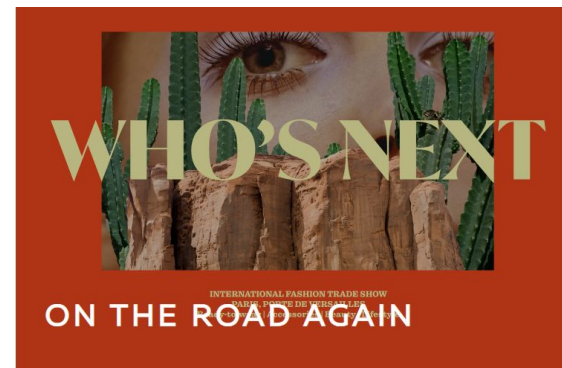
### **Key Skills**

Commercial specialist, Line management, Project delivery,  
Project management

## Tradeshow Access Programme (TAP)

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- Participate in an overseas trade show as part of a group of UK businesses led by a Trade Challenge Partner (TCP) – e.g. UKFT, BATF, BFA
- Up to £2500 – 6 per company lifetime
- Establish contacts with buyers/agents/distributors/customers
- Grant support available towards cost of stand (TAP funding)
- AW19Fashion Weeks – Pitti, Paris, Berlin, Copenhagen, New York, Chicago



TRANOÏ



Who's Next.

# Fashion Missions

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- Recent missions – China, Japan, S. Korea, Sweden, Denmark, USA
- Upcoming Missions Prague, Nigeria, Hong Kong, Australia
- Networking reception with local buying and PR contacts
- Briefing from our commercial team about the market
- Showcase at central venue with buyers/agents/press invited by the overseas team
- Time for individual market research & follow up appointments
- Opportunity to meet existing stockists and build relationships & develop new business



## Trade Mission to Prague 16<sup>th</sup> & 17<sup>th</sup> October

**BUSINESS  
IS  
GREAT**  
BRITAIN & NORTHERN IRELAND



**FASHION  
IS  
GREAT**  
BRITAIN & NORTHERN IRELAND

**UK Fashion & Textile  
Mission to Central &  
Eastern Europe (CEE)**

Save the date

*Iconic Union flag mannequin*

[www.great.gov.uk](http://www.great.gov.uk)

**Location:**  
Prague, Czech Republic

**Date:**  
16<sup>th</sup>-17<sup>th</sup> October 2019

**Participation fee:**  
£198 (incl. VAT)

**More information:**  
[Aneta.spickova@fco.gov.uk](mailto:Aneta.spickova@fco.gov.uk)

**Please express interest by**  
31<sup>st</sup> July 2019.

*The Department for International Trade (DIT) would like to invite you to a 2-day market visit to Prague to explore enormous potential of the CEE region for high street & luxury retail development. Fast GDP growth, low unemployment and rising disposable income create booming conditions for retail in CEE. 80 international brands entered the CEE market last year and fashion is the traditional driver among all segments. Attending UK brands will be introduced to key buyers from the region as well as press. The event will be based in Prague but DIT will use its international network to reach out to buyers from other CEE markets such as Poland, Slovakia, Hungary, Slovenia, etc.*

### **Programme:**

#### **Wednesday 16<sup>th</sup> October 2019**

- 08.30 Registration
- 09.00 Presentation of the CEE retail environment (Cushman & Wakefield)
- 10.30 Coffee break
- 11.00 Speech by Her Majesty's Ambassador Nick Archer
- 11.10 Presentation of the UK fashion & textile offer (Paul Alger MBE, UK Fashion & Textile Association)
- 11.30 Sales pitches of UK brands to buyers and press
- 12.30 Networking lunch
- 13.30 1-2-1 meetings with potential CEE franchise and business partners
- 18.00 Reception at the British Embassy

#### **Thursday 17<sup>th</sup> October 2019**

- 09.00 Completely Retail Marketplace Central & Eastern Europe  
<https://www.crmarketplace.com/upcoming-events/cee-oct-2019>  
OR  
Site visit (the venue will be chosen based on participating UK brands)

**Offer:** DIT will cover 2-night accommodation for 1 representative per company.

# Fashion Mission – London Market Tokyo: Japan

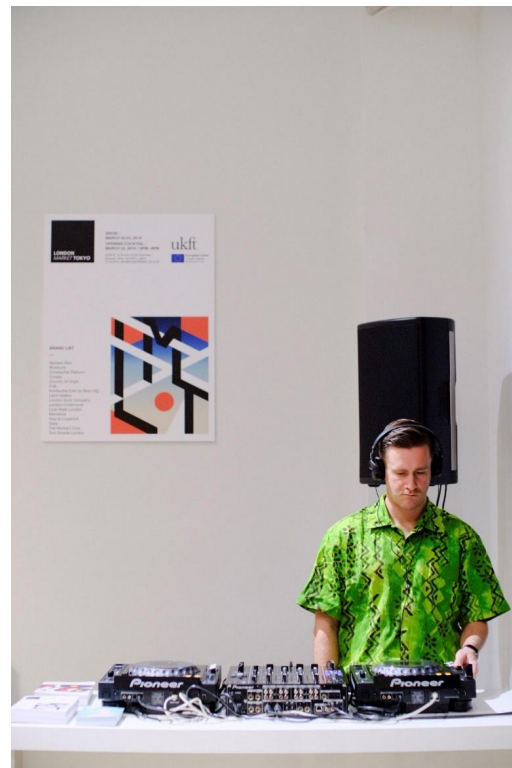
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# Fashion Mission – China

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## China Best of British 2019



### Largest British tradeshow ever in China



### GREAT Pavilion Brands



- 18-21 October 2018
- Shanghai Exhibition Centre, Jing'an (heart of Shanghai)
- Tradeshow Organiser: Media10
- Headline sponsor – Ctrip
- 300+ British brands
- HMG Involvement: DIT (Retail Team)



#### Fashion

- Cheaney
- Chapman Bag
- John Smedley
- Karl Donohue
- Mandkhai
- Steel & Jelly
- Base London

#### Beauty

- Emma Hardie
- Montagne Jeunesse
- Moksha Beauty
- Edwin Jagger

#### Lifestyle

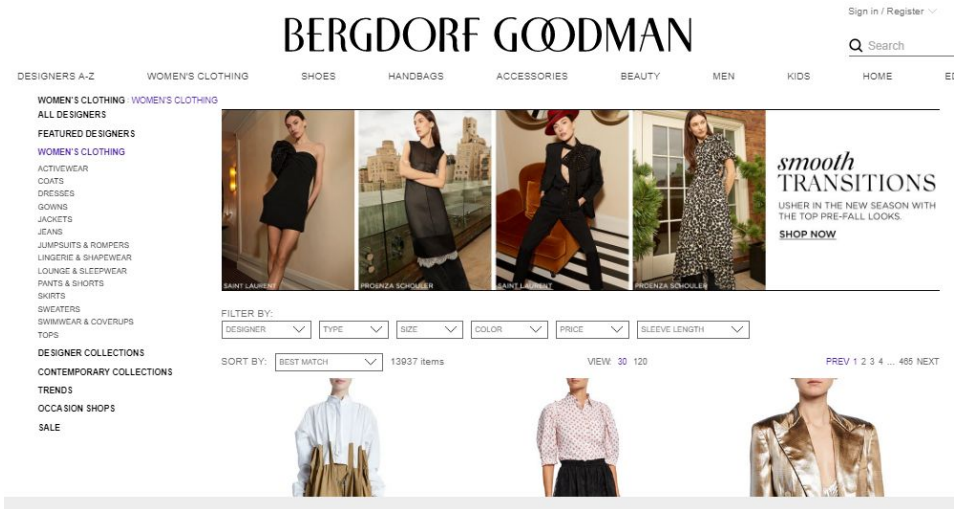
- Royal Crown Derby
- Buckley London
- Sleek
- Riley
- Snugpak
- Royal Doulton
- Steelite
- Taylor's Eye Witness

#### Mummy & Baby

- Mama Baby Bliss

## Meet the Buyer Events

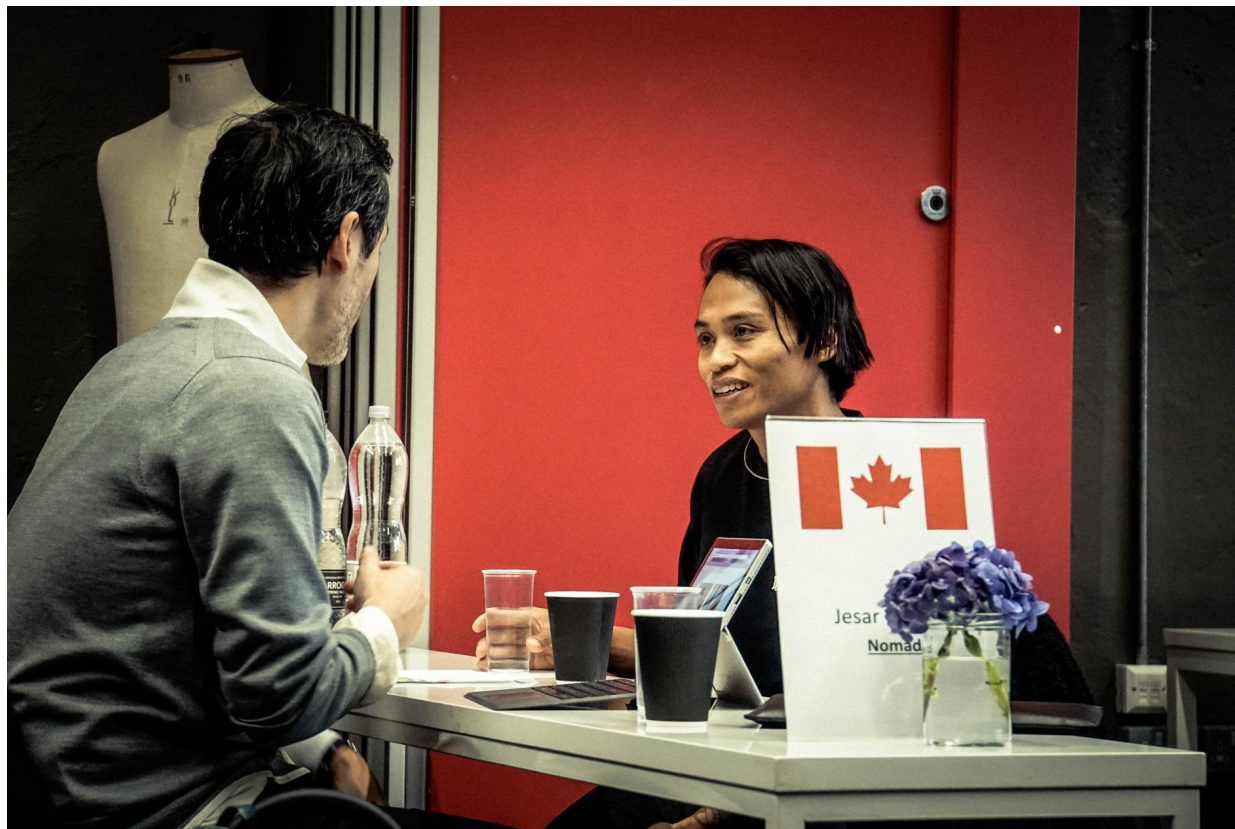
- Group of buyers invited to London - AVAIL
- One-to-one meetings with brands
- Discuss future business. Strengthen relationships pre-season
- Previous events buyers have included:
  - Marubeni (Japan)
  - Lambert & Associates (Bergdorf Goodman, USA)
  - End Clothing (UK)
  - BEAMS (Japan)
  - WoodWood (Denmark)
  - Good as Gold (NZ)
  - Level Kids (UAE)
  - Addicted (S. Korea)
  - Toplife (China)
  - Robinsons (UAE)





## Meet the Buyer – Nomad, Canada

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## Meet the Buyer – HN Dubai

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## Meet the Buyer – Lambert & Assoc.

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## Export Opportunities

Department for International Trade

For UK businesses

For international businesses



Sign in

Advice

Markets

Services

Search



[Home](#) > Export Opportunities

# Find export opportunities

Search **23,317** export sales leads and pitch your company to overseas buyers who are looking for products and services like yours.

What product or service are you selling?

All regions and countries



Find opportunities

## Latest export opportunities



# Selling Online Overseas

Department for International Trade

For UK businesses

For international businesses



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## Find online global marketplaces

Identify and apply to sell with marketplaces  
to reach international consumers

What do you sell?

Enter your product type and pick a category

Product type (for example: shoes)

Where do you want to sell?

Leave this empty if you are not sure

Country name (for example: China)

Start your search now (39)

Rakuten



cdiscount  
Marketplace

JD 京东  
JD.COM

privalia

ePRICE

Randomly loaded marketplaces from our database

# 39 Market Places and Platforms

[Advice](#)
[Markets](#)
[Services](#)

[Sign in](#)

[Clear all](#)

What do you sell?

Enter your product type and pick a category

Where do you want to sell?

Leave this empty if you are not sure

32 marketplaces

Sort by:

[Shortlist: 0](#) ★



Spartoo

★ Shortlist

Special deal

Markets: Belgium, Czechia, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Portugal, Slovakia, Spain, Sweden, United Kingdom

Registered users: 450.0 million

Commission: 15.0 - 20.0%

Spartoo.co.uk specialises in shoes and clothing. Based in Grenoble, France, it operates in 30 European ...



eBay

★ Shortlist

Markets: Global

Registered users: 164.0 million

Commission: 10.0%

eBay connects sellers to buyers worldwide, including 22 million active users in the UK. 80% ...



Privalia

★ Shortlist

Special deal

Markets: Italy, Spain

Registered users: 16.0 million

Commission: 5.0 - 20.0%

Privalia is an outlet platform for fashion, kids and homeware. They operate a flash-sale model, ...

Goxip

★ Shortlist



Markets: China, Hong Kong

Registered users: 0.25 million

Goxip is an award-winning social commerce app and marketplace based in Hong Kong. Described as ...

Commission: 14.0%

Shangpin

★ Shortlist



Markets: China

Registered users: 32.0 million

Shangpin is one of China's leading mid-to-high end fashion and luxury online platforms, selling products ...

Commission: 0.0%



Fruugo

★ Shortlist

Special deal

Markets: Global

Registered users: Not available

Fruugo sells millions of different products spanning thousands of brands in 32 countries, 17 languages ...

Commission: 15.0%



JD Worldwide

★ Shortlist

Markets: China

Registered users: 240.0 million

JD.com is the second largest business-to-consumer (B2C) ecommerce site in China, with 188 million active ...

Commission: 2.0 - 10.0%



Event Alerts: <https://www.events.trade.gov.uk/>

**GREAT**  
BRITAIN & NORTHERN IRELAND

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Advanced Filters

# Welcome

This is your central hub for business and networking opportunities.  
Search for future events and missions; register online and network with fellow delegates.

UK Space Conference  
1st Jun 2017

Technology Trade Mission to Japan  
1st Jun 2017 - 2nd Jun 2017

World Content Market Russia  
1st Jun 2017

Mexican Petroleum Congress  
5th Jun 2017 - 10th Jun 2017

Outward Trade Mission to Erga  
5th Jun 2017 - 8th Jun 2017

Offshore Wind Energy 2017  
6th Jun 2017 - 8th Jun 2017

Midem 2017  
6th Jun 2017 - 9th Jun 2017

Ready to Export Workshop - Gloucester  
8th Jun 2017



# Department for International Trade - Contact

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  - Inbox: [fashion@tradelondon.org.uk](mailto:fashion@tradelondon.org.uk)

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UK Trade & Investment (UKTI)



International Trade with the UK – London



[ukti.blog.gov.uk/author/ukti-london-1](http://ukti.blog.gov.uk/author/ukti-london-1)

[gov.uk/dit](http://gov.uk/dit)  
[exportingisgreat.gov.uk](http://exportingisgreat.gov.uk)

# LDC.

HOW TO:

Launch your brand successfully overseas + maximise  
your time there.

*Pop Up Stores all over the  
world, feeding into an  
overarching online community.*



1. Preparation for going overseas: Are you ready?
2. Things to consider
3. Not a one-off, you need to be in it for the long game.
4. How to maximise your time abroad.
5. Milan February and April 2019 Case studies.
6. Get Ready: Shanghai 2019.

## Preparation: Are you ready?

### WHY - take your brand international.

#### Are you ready?

- Why do you think your product might work in a specific location?
- Do you have proof of customers in a specific region?
- Have you seen web traffic and sales from a specific location?
- Are your online followers coming from a specific location?
- What interactions have you had with people from a specific location?

#### Why are you doing this?

- Test and establish new markets - build your brand worldwide.
- Online/web sales
- Expand your reach/brand awareness
- Pick up new stockists/brand ambassadors

It's a long game. Not a one-off.

**LDC.**



**Be realistic about your expectations. It's a new market, your brand is totally new here and it is a launch, it takes time to establish in a new market:**

- It's not all about the quick sale
- Build relationships + share your story.
- Learning. Learning. Learning. Customer feedback is key.
- Every market is different, every customer will have different feedback. Take what works for you and your brand. You can please everyone and not every market will be the ideal fit.



### What can you do to guarantee your time abroad will be a success?

- Set up meetings - Buyers, influential people, press, make contacts that will benefit in the long run
- Measure your online data and analytics
- Do you have customers already in these locations you can ask for direct feedback and support?
- Spend time in the location, not just in store but in the city, see the city, talk to the people, immerse in the culture, collect research and info for next time.
- Experiment
- Set targets ie. gain:
  - local web traffic,
  - local instagram followers etc
  - Influencer relationships
  - Meet x amount of buyers etc

**5000+**

CUSTOMER BASE

**1000+**

BRAND DATABASE

**120,000+**

COMBINED SOCIAL MEDIA  
REACH WITH DESIGNERS

**52.3K**

FACEBOOK REACH

**7.4K**

INSTAGRAM FOLLOWERS

**2000+**

INSTAGRAM VISITS  
WHILE IN-STORE

**1.5K**

FACEBOOK RESPONSES

**200+**

DAILY WEB HITS  
DURING POP-UP

## Things to Consider

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- Is your business ready?
- Are you personally ready? This is an investment not a quick fix.
- Do you have a network abroad?
- Do you understand the legal implications?
- Do you understand the costs involved?
- Can you afford to do this more than once?

## China

- Trademarking - LDC solutions
- Product entry requirements.
- Local taxes/fees
- Product Assortment
- Know the market - DIT reports/intel/support

## Milan

- Italian VAT 22%
- Flights/Accommodation
- Product assortment
- Know the market - DIT reports/intel/support

## Milan Fashion Week Concept Store

- 1 week - February 2019
- 10 Brands from Italy + UK
- €10,000 sales in 7 days



## What we learnt in Milan

**LDC.**



- Social Media goes a long way
- Community is key
- Legals are important!!!
- Tourists are the same everywhere and customers do vary but ultimately they are all people!
- It's easier to go overseas than it may seem!



A photograph of a fashion store window display. In the foreground, several people are looking at handbags on a white table. A woman in a black coat is looking at a brown bag, while another woman in a black coat is looking at a tan bag. To the left, there are racks of clothing, including a white shirt and a blue jacket. In the background, there are mannequins and a large window with text that reads "FASHION WEEK" and "CONCEPT STORE".

# Now Is the time. Take your brand global.

Contact:

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