

NEW! FT4/2

**The Digital Platform for Menswear
Online from July 20th to October 2nd**

FT4/2

ZU DEN MARKEN ↓



For a preview of our demo version click [here](#)

Please note:

- The demo version comprises two pages: the landing page and a brand page.
- To the brand page you get per mouse click NICCE on the logo tiles.
- The video function is not yet activated.
- Changes can still be made. The demo version is just to provide you with a first

FT4/2-Your Retail Platform

- Post Corona but how? As a brand you rely on a growing business. Retailers need new merchandise and clever marketing strategies to recover lost territory and to regain part of what has been lost. FT can offer you an interesting platform where you can attractively present your brand and products. Your potential clients can easily realise your core features and strengths and contact you for the set-up of an order.
- It is already apparent now that the next few order-cycles will be anything but normal. The focus will be less on new merchandise but how you can intelligently adapt, update and complete the existing collections. Concepts and content will become more important now and this is exactly what we are focussing on. We aim to provide this platform for a period of 10 weeks.

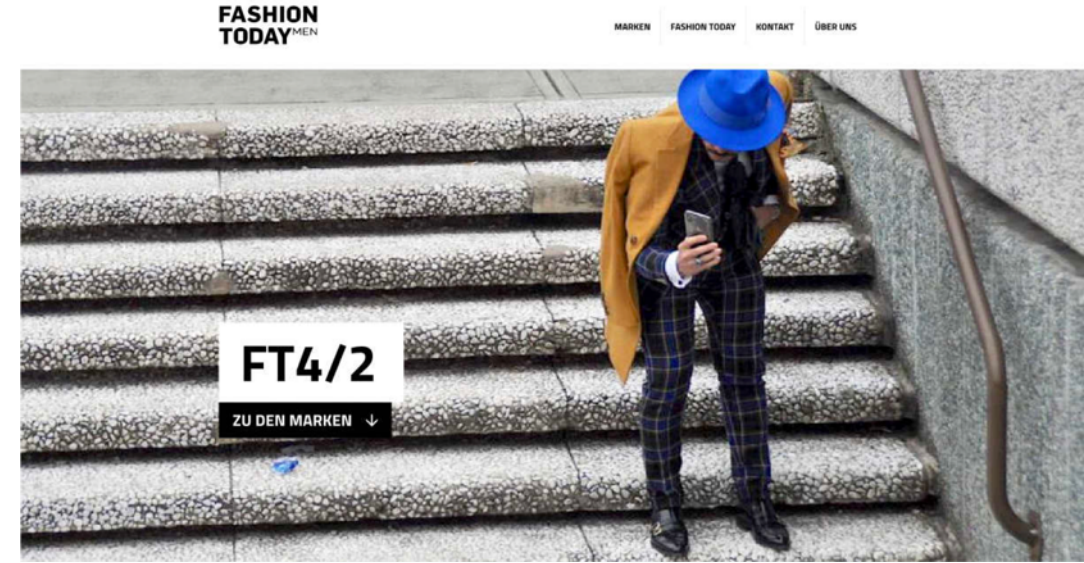
10 Good Reasons for Joining

- Fair, comprehensive, informative and wide reach (currently 10K IPs per month).
- All relevant order information at good value for money to overcome some of the covid-induced losses – a service provided by FT for the whole fashion industry.
- Only a fraction of cost compared to fairs and a 10 week presence on your own web page as well as the landing page of Fashion Today Men.
- No scattering losses because the project focusses entirely on Menswear.
- Retailers receive first hand information without having to travel or do extensive research.
- Direct and digital link up with brand and complete brand presentation in connection with key looks, video and the likes.
- User friendly application with the possibility of constant adaptations.
- With FT small also interesting and economical for SMEs.
- Continuous coaching through FT in the setup and adaptation of presentation (3 questions to...; Why buy a brand?; What and who is new?; Ways to steer through the crisis?)
- FT-photoshoot: a curated presentation with a mix and match idea that transcends the old-time brand presentations with a direct link to the brand presentation at FT4/2
- Additional newsletter for FT Look! more than 4500 addresses.

FT Basic

2.500 € plus 16% VAT

Retailer arrive at the landing page of FT to YOUR brand presentation ...



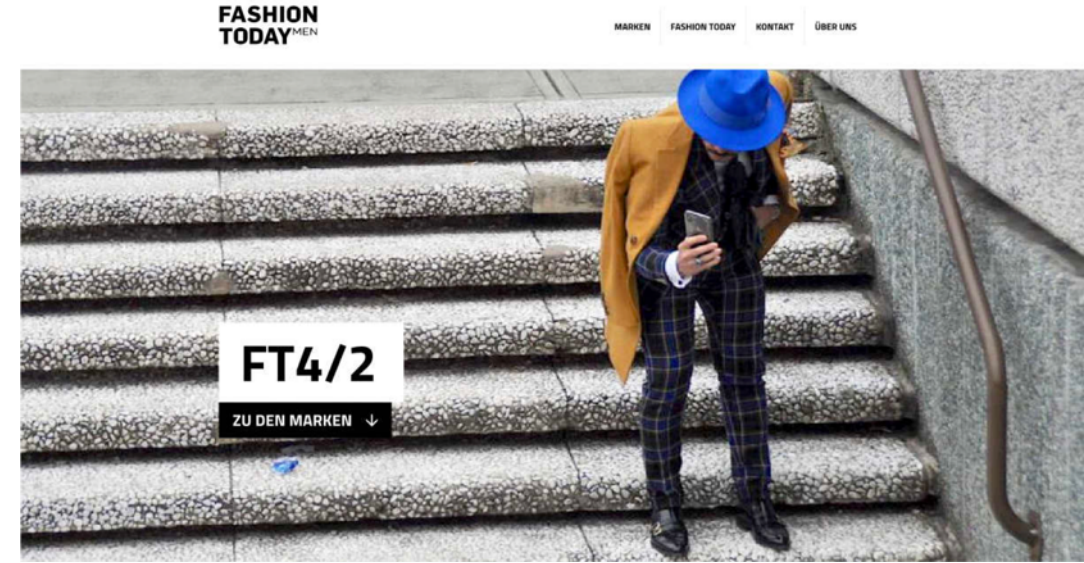
- ... six key looks in a slider.
- ... videos (to be uploaded on Youtube).
- ... concepts how stocks can be better managed and what the brands provide to support.
- ... the retailer in this particularly difficult period. How can collections be brought back to a steady rhythm (trading conditions are left to bilateral negotiations between the partners and not part of this presentation).
- ... direct access to web shops/retail space of the brand that is exclusive for retailers and password protected.
- ... video presentation and direct contact with retailer inclusive of arrangement for appointments.



FTshooting

350 € plus 19% VAT

On condition of participation in FT 4/2

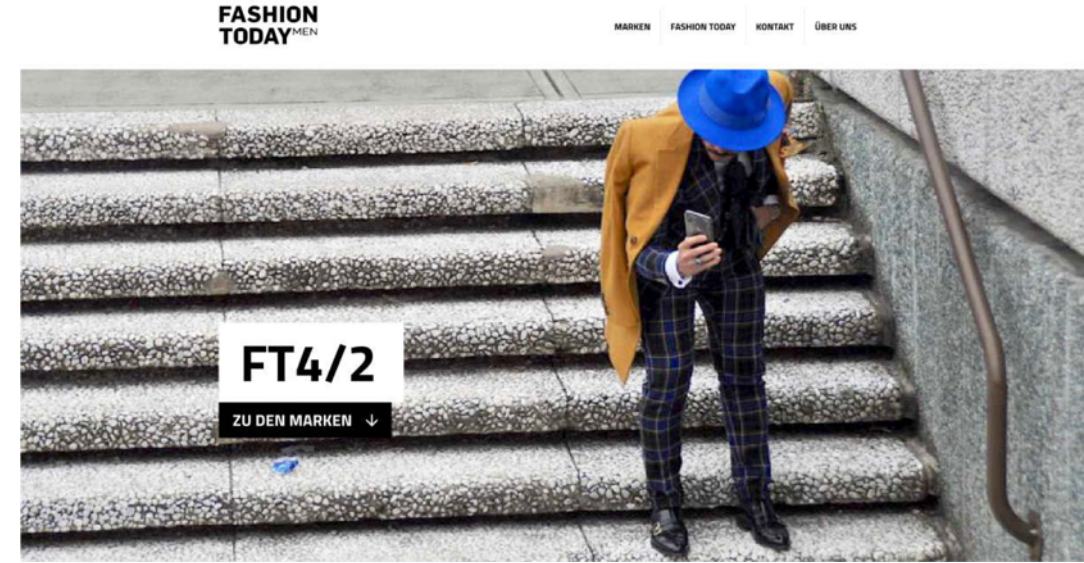


FT produces like every year a photoshoot with the current trends. Per look the retailer can check the brand and with a mouse click arrives at the brand page on FT 4/2. The photoshoot is going to be presented in the social media (Facebook and Instagram) and with a specially designated newsletter on FT look! We can also enhance the brand presentation with a video (at extra cost). Pre-condition for FT look! Photoshoot is the participation at FT 4/2.



FT4small

1.300 € plus 19% VAT



In order to provide smaller Labels, especially Indie- and eco-labels with a platform to interact with traditional retail, we have developed a concept that provides a cost efficient alternative. The concept is the same as FT basic and is as efficient and professional as the big pack but the space is shared by two brands. They will each get two key looks, presentation of their concept and a support package for the brand with a link to the website of the labels and their contact person.



How to do it

- Sign booking confirmation and send
- Prepare data and send
- Booking confirmation needs to arrive by July 15th
- The data must arrive no later than July 17th
- You can always adapt pics and text as well as videos while your page is live of FT 4/2. You will get an introduction in how to do this
- When completing the booking you will receive a checklist so you can be sure you have everything on your F 4/2 page.

Booking Confirmation: FT 4/2 Spring Summer 2021

Please complete and send no later than July 15th 2020 to: markus.oess@fashiontoday.de

I confirm booking the FT 4/2 package for the time of July 20th to Oct. 2nd 2020 ...

- ... FT basic for 2.500 € plus 16% VAT .
- ... Additional photoshoot for 350 € plus 16% VAT.
- ... FTsmall for 1.300 € plus 16% VAT .

Company : _____

Address : _____

Contact person: _____

Email: _____

Telephon : _____

