



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

The Power Of Apparel Brands

Bob Horwitz

Idea Workshop, Inc.

MAS - 1.0 pts

Tuesday, January 12

7 - 8 am




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PPAI EXPO

The Power Of Apparel Brands

Presenter: Bob Horwitz
President, Idea Workshop
January 12, 2010
7:00 am



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What Goes Into a Brand

- Developing a brand
- The team behind the brand
- The product behind the brand
- Getting the brand's message out
- How brands excite, motivate, and inspire
- Making the brand work for you



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The Value of Brands

- Brands offer exclusivity
- Brands offer uniqueness
- Brands offer newness and introduce fashion trends
- Brands make recipients feel special and rewarded



PPAI EXPO The Brands' Reach



The image shows a collage of brand logos and magazine covers. At the top left is the PPAI EXPO logo. Below it is a grid of various brand logos including Nike, Adidas, and others. To the right are several magazine covers: GQ, InStyle, and Outside. The text 'The Brands' Reach' is centered at the top.

PPAI EXPO How to Use Brands

- Offer products that recipients wish to buy for themselves
- Most clients already have experience with the branded products offered and feel more comfortable with a familiar brand

PPAI EXPO How to Use Brands

- You want to provide something you would want to own yourself
- Branded items provide more mileage

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Factors Brands Focus On

- Color
- Fabric
- Fit and Silhouette
- Style and Details
- Technology



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Product Overview:

- Brands devote overhead into product design and building brand image
- Look at the details:
 - Fabric Technology- quality, unique, finishes, color
 - Fit- consistent, proprietary specs
 - Features- details, trim, buttons, etc.
- Provide features and benefits
- Pass around samples- touch and feel (inside and out)



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Product Details

- Each shirt weighs 230 grams (8.05 ounces) of twisted double strands of fine cotton
- All of the buttons are mother of pearl
- Each collar and placket is set by hand and the collars are hand-stitched
- All colors come from high-quality dyes that have been tested for color-fastness in water up to 203 degrees F.



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Product Technology

ACHIEVING UPF PROTECTION THROUGH FABRICS

WATERPROOF

BREATHABLE

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How brands build your business and image:

- Well-established awareness- provides immediate recognition and confidence
- Immediate recognized value- built in customer awareness of price and value
- The perceived value of brands in consistency and quality
- Enhance your customer's image with brands
- Branded products easily convey to the recipient that the company values their relationship

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How brands build your business and image:

- It's not always how much you sell, it's how much you keep- look at the margins of the brands
- Distribution is more selective and controlled- you offer something more unique
- Many of the brands market to the largest segment of consumers- ages 25 to 45
- Brands are a great way to get in the door of a new customer

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PPAI EXPO How to operate in times like this:

- Now is a time to “wow” your customer- give them what they WANT
- Your customers need to be motivated to buy.....INSPIRE them
- Corporate customers will buy based on value versus just price
- Spending will be more controlled and diligent- Less is more- brands are aspirational and will help to build loyalty and leave a stronger lasting impression

PPAI PROFESSIONAL PROMOTION AWARDS & INCENTIVES

PPAI EXPO How to operate in times like this:

- Provide products and services that set you apart from the rest of the marketplace
- Purchasers revert more towards brands when purchases are more contemplated due to confidence and reassurance
- Don't trade down- customers will cut back on commodity spending
- Look for good news- Put more fun in the business- look for the positives

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