

Jane Francis Vendor Event: Style Show Version

The Set Up:

Your goal is to have a boutique style set up! Creating what I like to call the “Posh” look this immediately add value to your brand and will draw in people. Start with your core collections the same ones you show at your Style Shows. Add accents like picture frames with cute sayings (Ex. ‘Style Show! Check Out the Buzz!) Pinterest is my best friend when it comes to my display. There are also lots of great examples of table displays on this Style Your Business page.

Set 2 to 3 chairs in front of your table.

Don’t forget your mannequin! (I recommend having her dressed at least in a solid top and a layering piece)

As an extra touch offer mini bottles of water and chocolate. (Part of the treat yourself theme)

The Concept:

Every 15 minutes you will do a 5 minute Mini Style Show.

Invite your shoppers over and offer a \$10 gift card to them that listen.

“Come on over ladies I would love to share a few trends with you! Today we are launching a new Style Experience, if you give me a few minutes of your time I will give you a few quick tips on how a collection of jewelry can save you time and money, and completely refresh your wardrobe! You also get a \$10 Gift Card for listening.”

Once they agree to listen give them boxes, envelopes, or mini purses... you will do a version of deal or no deal, or chance and honor. Inside can be a gift of your choice (I am using a Limited Edition bracelet. “Pick a bracelet of your choice! To start your collection!”) and a Friends and Trends Night to get Style Perks and get a full collection!

(Have more Friends and Trends Night boxes than Bracelets ...of course!)

Start your mini Style Show by, of course, relating to them: “Ladies do you agree that you have a laundry list of things to do? (Getting lots of nods) Yes! And sometimes it is not easy to create a put together look and stay up to date with the newest trends! As an Accessory Stylist, I take the guest work out of getting dress!”

“Here is my first tip... there are 3 items of clothes that I want you to shop for in your closet. Jeans, Solid Blouse, and a Jacket...who has that in their closet right now?”

Once they have the vision go to your mannequin (that is similarly dressed) and show how adding jewelry pumps up her looks. Add in verbiage of why the pieces are on trend!

Share the latest trends of the season (Ex. Leather Jackets are a must for fall paired with a long tasseled necklace like London Fog).

Show a complete look, necklace, bracelet (love stacks), earrings, “Ladies this is a mini collection, see how just a few pieces of jewelry can revolutionize your look!”

“Now this was just a little example of what an Exclusive Shopping Experience with me is like! Plus, there are so many more perks! When you become my Style Partner, I will help you and your friends tailor a collection of jewelry that fits your personal style and your lifestyle.”

“I know you are dying to know what is in those boxes I gave you!” Explain the “Deal or No Deal” process. “Keep your box and peek inside to see what Style Perk you get, or you can Double Deal and get both! A bracelet of your choice to start your collection and an Exclusive Premier Designs Style Experience!”

Go with the flow from there, if they say yes yes yes! Put them on your calendar and you rock! If they are hesitant remind them that they just got \$10 to put towards their collections (Remember: this is still a great thing a \$10 gift card can open many doors) offer to send that gift card digitally via text (Judge your crowd with this one) you get their info and follow up with them!

This is the amazing inspiration and tips that I got from Jane! I hope that it is useful!

Remember, when you believe that you have something amazing to offer, others will believe it too!