

NEW DESIGNER CHECKLIST

TA
FIND YOUR
NEXT CULT
BRAND.

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01 BASIC PRODUCT STANDARDS

Does the designer's size range work for your customer & your brand?

Does the retail price-point of the designer match your target brides budget?

Does the designer's margin & MSRP guidelines work for your business & your brand?

02 BRAND & IMAGERY STANDARDS

Do you feel your bride would connect with the designer's brand aesthetic?

What does the designer's brand say about them? What would it say about you if you carried them?

Does the designer offer imagery that works with your brand image, that you could use to promote them?

Do the designer's values align with your own business values? (Ex: Inclusivity, diversity, sustainability, a focus on partnerships, etc.)

03 THEIR IDEAL STORE

Ask the designer, who are they looking for when it comes to store partners? Do you fit the description?

What does their description of their ideal store say about them & the direction of their brand?

Who do they currently work with & what does it say about them?

04 PARTNER EXPECTATIONS

What expectations do they have for their stores each season? (Sales goals, marketing efforts, etc.)

Do their expectations of you align with your capabilities?

What are your expectations of them? Have you discussed your expectations with them?

Do you feel you can grow together after your discussion?



TA TAKE ACTION

Remember, you are looking for a long-term partner to grow with. These things take time, communication, & joint efforts. It's not just about what are they going to do for you, but also, what are you going to do for them?

SET UP A MEETING

Once you have committed to your new design partner, set up a meeting to discuss training tips, marketing plans, & to brainstorm other ways you can help one another succeed.

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