



Wolf & Badger

The idea of shop-in-shops and concessions isn't new, but until recently this model was limited to department stores and big jewelry, beauty and high fashion brands. These days, however, independent labels are catching up, as more retailers limit their own buy and instead rent out their space. The eight-story high **Doota** store in Seoul, centrally located in Dongdaemun Market, houses 540 shops-in-shops, featuring mainly aspiring but also established Korean and international designers; some of them can be seen in their 'corners' selling their own collections. The store welcomes 20 million people a year, including 3 million foreign visitors. This impressive footfall and the opportunity to have direct contact with the end customers make Doota an attractive shopping destination for brands to work with.

E-tailers explore new avenues, too. A growing number propose 'marketplace' sections where brands – and, in some cases, other retailers – can benefit from their customer traffic and having an online platform. These retailers do not purchase merchandise for this section but take a commission on sales instead. For some, it's a way of testing the new brand before investing in a forward order. Others mix this with the traditional wholesale model. Marc Menasé, founder and CEO of Paris-based e-tailer **Menlook**, says, "We place a forward buy on the main bulk of **Lacoste's** collection, one of our key brands. However, if we want to feature a special item in a strong seasonal color – say, a bright orange polo that will only sell between April and October – we will get it into our Marketplace."

Whilst this trend is not the end of wholesale buying, it shows that there are opportunities to mitigate the risks associated with keeping up a store in a good location (or paying top SEO specialists to maintain a high profile e-shop). The time to be innovative is now – let's learn from each other.