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ULRIKA NILSSON (04)

BUYER, JUS STORE, STOCKHOLM

Today you attract people by creating clear and smaller concepts, and by staying true to your brand's DNA. It's all about energy and inviting people to join your community. You have to stand for something, and you have to stand up for your beliefs – a brand without a clear identity and strong values is not relevant today.

Getting rid of the in-between products and concentrating on items that truly reflect your company's DNA has a positive effect on the sell-through. In other words, good sell-through goes hand in hand with a tightly curated concept.

What we value in our brands is striving for new heights in creativity. It's not about the number of products in a collection – it's about a strong, clear direction throughout. We appreciate labels that make us want to be part of their universe and that are consistent. So, what we look for is consistency, creativity and concept.

www.jus.se

KAI AVENT-DELEON (05)OWNER AND BUYER, SINCERELY,
TOMMY, NEW YORK**KAYOKO YUKI (03)**
BUYER, L'APPARTEMENT, TOKYO

The brands that have the best sell-throughs with us at the moment are Ukrainian brand **Vita Kin** and English brand **Studio Nicholson**. In both cases, core items put forth the themes offered by the brand, and both have a strong visual identity.

[When we order a new, unknown label], we first of all get the store staff to understand the appeal of the products. We then introduce the brand to the media and high-level customers during a presentation we hold for the press at the shop [soon after the buying ends, a season in advance]. This event enables us to increase the desire of customers, and of staff, to purchase the product and in the end this connects to sales. Also, it is important for staff to actually try on the items themselves, as they can then convey the appeal of what they wore.

www.lappartement.jp

Our bestselling brands include our in-house line **Sincerely, Tommy** and **Mozh Mozh**. We market [lesser-known labels] in a pretty organic way outside of social media. I enjoy the merchandising of the space, allowing customers to explore new brands in the store.

www.sincerelytommy.com