

CODA SHOWROOM

HANGZHOU, CHINA



Sisi Yan

The **Coda Showroom** is China's first 'precise-positioning' showroom, working with brands to reach their target markets through controlled distribution strategies that promote long-term growth in China. It offers an array of professional services, from generating instant sales reports via YCO System to quality control and distribution. The Coda Showroom represents a number of international and domestic brands such as **Stutterheim**, **Ffixxed Studios** and **Percy Lau**.
www.codashowroom.com



Ffixxed Studios



COLORS

- * Brown, navy, black
- * Even though some Chinese consumers are very experimental, the majority are still quite conservative and thus these colors sell better

PRODUCT GROUPS

- * Coats, sweaters, hoodies
- * Chinese winters are cold, so the heavier product categories sell best for most brands. They are also the most expensive so they make up a majority of wholesale orders

BRANDS

- * **Stutterheim** (raincoats), **FFIXXED STUDIOS** (apparel), **Ejing Zhang** (accessories)