



BESTSELLER SPECIAL

## 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**, **Ffxxed Studios** and **Percy Lau**.  
[www.codashowroom.com](http://www.codashowroom.com)



Ffxxed 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)