

# LONDON FASHION WEEKEND

BROUGHT TO YOU BY



## EXHIBITOR STAND GUIDELINES

SEPT 2011

---

BRITISH  
FASHION  
COUNCIL

# RULES & RESTRICTIONS

## STAND PRESENTATION & MERCHANDISING

If at any time, we see that you are not following the guidelines listed below, our merchandising team will approach your stand holders directly.

### DON'TS

- No visible cardboard boxes on your stand at any time.
- Do NOT over stock you stand. No more than 20-25 garments per rail. *The venue will be open an hour before show opens every morning so you can re-stock.*
- No hand written, paper or printed signs . *Only cardboard, branded and professionally printed signs are permitted.*
- Do not use your changing room as a stock room. *Please keep it clear for customer to try on clothes.*
- Do not eat or drink on your stand. *This looks unprofessional and sloppy.*
- Do not use wire or branded coathangers that don't match the brand you're representing.



**LONDON FASHION WEEKEND**

BROUGHT TO YOU BY

 **vodafone**



### DO'S

- Always use matching coat hangers. Branded coat hangers are acceptable.
- Dress you stand well, as if it was your shop or your showroom. It should represent your brand.
- Visual merchandise: bring props, use mannequins and plinths to dress your stand and to show off the collection. Colour co-ordinate your rails.
- If you are bringing your own props, please send an image of them to the organisers.
- Ensure that you have enough staff on your stand to keep the stand well presented, neat and tidy at all times, even when you're extremely busy.
- If you bring you own shelves, rails or display cases, please ensure they are consistent.



# RULES & RESTRICTIONS

## HEALTH & SAFETY AND DAMAGE

### DAMAGE

- Be responsible for damages and any resulting costs.
- Do not lean anything against the wall or doors.
- Do not use tape, velcro, nails, screws or Blu/white/black tack on the floor, walls or doors of any spaces in Somerset House.
- *LIFT* don't drag.
- Remove all waste. Leave area clean.

### HEALTH & SAFETY

- Suppliers must observe the rules and regulations set out in the health & safety at work act 1974.
- All materials used to drape or dress your stand must be fire retardant.
- All electrical equipment **MUST** be PAT tested.
- All exhibitor must hold minimum £5million PLI insurance.

# **FREESTANDING FURNITURE PROVIDED AS PART OF YOUR STAND PACKAGE**



If you have any questions relating to the furniture package, please contact the organisers.

**LONDON  
FASHION  
WEEKEND**

BROUGHT TO YOU BY

 **vodafone**

# VISUAL MERCHANISING TOP TIPS

- **Don't be afraid of colour.** *Strong color can have strong results: plan your displays around a central color that pops and captures the customer's attention.*
- **Remember the Rule of 3.** *Whenever you create a display, work in sets of three. If you're arranging merchandise by height, have a tall, taller, tallest. If something is squat and round, have a fat, fatter, fastest. You can even group by price: the good, better, best display is well-established -- and works surprisingly well.*
- **Use the spotlights provided.** *Lighting attracts customers, much like moths to the flame!*
- **Inspire!** *Dressing mannequins - customers are more likely to purchase if they can imagine themselves using/wearing the product.*
- **Identify.** *Product should be organized in logical groupings - whether by item type, color, or some other characteristic, and signage and product descriptions should be clear and easy to read.*

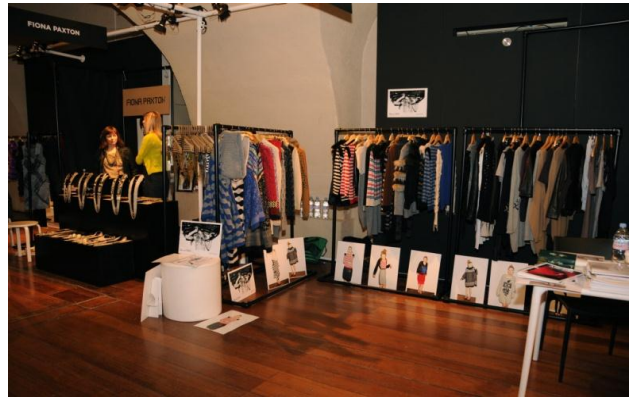


**LONDON  
FASHION  
WEEKEND**

BROUGHT TO YOU BY



# WELL PRESENTED STANDS EXAMPLES



**LONDON  
FASHION  
WEEKEND**

BROUGHT TO YOU BY

