

Buyers' Forum

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Lovett & Co

Garden Flower Bracelet, £20

PRODUCT INFORMATION

| | |
|----------------|--|
| STATUS | New to travel-retail |
| TARGET | ABC1 female customers aged 30-60 who like chic, timeless and feminine quality costume jewellery. |
| CONCEPT | Hand-painted enamel flower bracelet, inspired by vintage elegance, this beautiful floral bracelet has been designed with a modern twist. Studded with Swarovski crystals for eye-catching sparkle, it is the perfect holiday arm candy as well as an ideal gift for a loved one. Small, cute and easy to pack. |
| LAUNCH | Available from April 2010 |
| CONTACT | Rachel Lovett |
| EMAIL | info@lovettandco.co.uk |

JUDGES' VERDICT

| Hui | Kedder | Knecht |
|--|---|---|
| The floral bracelet has a beautiful and modern design, and the hand-painted enamel texture is really very nice and elegant. The price point is relatively low, so can be targeted at the young and trendy female, too. | Beautiful and feminine adornments. Quite a classical design and lovely romantic packaging-pink tissue paper with silk ribbon. Price and quality are well-balanced. Sales potential is good since customers can be both men and women. For men it's quite easy to buy a bracelet since size should fit everyone. | I think this is a really cute bracelet, made with good quality items. In my opinion, I believe the target audience should probably be up to 25, but then the price point might be slightly too high. The bracelet is nicely-packed, and with a good solution for merchandising it should sell well. |
| QUALITY 7 | QUALITY 8 | QUALITY 8 |
| PRICE 7 | PRICE 8 | PRICE 7 |
| PACKAGING 8 | PACKAGING 9 | PACKAGING 6 |
| INNOVATION 7 | INNOVATION 5 | INNOVATION 6 |
| SALES/POTENTIAL 7 | SALES/POTENTIAL 7 | SALES/POTENTIAL 7 |
| Total Marks out of 150 = 107 | | |



SAS International

Pashma, silk cashmere scarf, \$150

PRODUCT INFORMATION

| | |
|----------------|---|
| STATUS | New to travel-retail |
| TARGET | Women aged 25 and above, men (for gifting) |
| CONCEPT | A fine, lightweight, silk cashmere scarf, beautifully hand screen-printed in black and white with a touch of silver embroidery. An ideal gift for all seasons: trendy, fashionable, yet classic. The fine silk cashmere gauze weave makes it ideal to be worn on a spring evening to protect from a slight chill, or a winter's day, to add panache to an outfit. |
| LAUNCH | At TFWA Asia Pacific 2010 |
| CONTACT | Deepti Kumar |
| EMAIL | deepti.kumar@pashma.com |

JUDGES' VERDICT

| Hui | Kedder | Knecht |
|--|---|---|
| Good quality with the embroidery nicely done. It is very light weight and will be easy to carry. The design and the pattern are very classic, but may not be fashionable enough to attract the less mature age group. Given the price, I would have expected more premium packaging. | Very elegant, high quality and exclusive pashmina. Black and white is a timeless combination which always fits. Package seems to be nice: not too big, yet stylish. Nice gift item, easy to buy since no worries about size. For ferry line customers, this price range seems too high. | This is great quality. In order to appreciate the product and quality the scarf has to be displayed in an open manner and in a self-service environment. Although it is at a reasonable price- point, it is still limited to certain consumer categories. |
| QUALITY 8 | QUALITY 9 | QUALITY 9 |
| PRICE 6 | PRICE 5 | PRICE 7 |
| PACKAGING 6 | PACKAGING 7 | PACKAGING 7 |
| INNOVATION 7 | INNOVATION 7 | INNOVATION 6 |
| SALES/POTENTIAL 7 | SALES/POTENTIAL 6 | SALES/POTENTIAL 6 |
| Total Marks out of 150 = 103 | | |