



// ABOUT US

OUR STORY

We started with our first retail shop over 10 years ago. We then expanded to 6 other locations, testing out the market and demand of our product. In order to insure a great supply of vintage clothing for our retailers we sold off most of our locations, held onto our flagship spot, and began to focus on wholesaling. Once we got wholesaling down to an art, we opened up another location in Dallas, Texas. Since then we have helped friend's open shops around the US. We have come up with a formula that has proven to work in almost any market.

With retail markups being some of the highest in the industry, Opening a vintage clothing store can be a very lucrative investment. Unfortunately with the economy being the way it is there are many risks to opening a business. Gathering as much information on suppliers and current markets can be very beneficial to the success of a new business.

Although we can provide you with all the information needed to open and run a successful looking shop, your shop's success will lie on your will and determination. The options on the next page are different areas that we have helped out others before. You may need more or less involvement from us. This is up to you. Please feel free to fill out this questioner and leave us a little information on the type of service you think may work out best for you. We look forward to hearing from you.

Good Luck in your Venture

Pura Vida,

Factory Vintage



// SERVICES

Business Solutions

- Factory Vintage Business Plan
- Management Handbooks
- Employee Handbooks
- Sales Handbooks
- Vintage Clothing Information Books
- Accounting Software Training
- Scheduling Software
- Merchandise Management Software

Employment

- Hiring Employees
- Employee Schedules
- Payroll

Merchandising

- Store Layout
- Price Points
- RETAIL Tips

Training

- Employee Training
- Management Training
- Merchandise Training

Location

- Consulting
- Market Research
- Demographic Research
- Negotiating Tips
- Do's and Don'ts

Identity

- Shop Logo
- Store Sign
- In store Signs
- Letter Head
- Flyers
- Web- Site
- Print Ads

Marketing

- Marketing Plans
- Creative plans
- Marketing Budget
- Marketing Schedule
- In-store Marketing
- Sale Schedules
- PR
- Concepts / Themes
- Trend Forecasting

// CASE STUDIES

OPENING A STORE FOR THE FIRST TIME

Background

Cream Vintage wanted to open a vintage store in Texas with the desire to be as efficient and effective as they could on how they approached the market.

Actions

Factory Vintage assisted Cream with setting up a Business Solution that started with the writing of a business plan and receiving a business loan. Once they were properly funded, we developed management handbooks and put the business software into action. We also set up an employee handbook on how to interview, hire and properly train new employees. They also had onsite training covering all aspects of how to order vintage merchandise, price-points, merchandise and market it. We also assisted Cream Vintage in the hiring and training of their first managers and sales staff, as well as merchandising their store for their Grand Opening.

Results

Cream Vintage is increasing their numbers every year, and is one of the premier vintage stores in the Austin, Texas area. After five years they opened their second location with future plans to open a third.

OPENING A VINTAGE STORE WITH DESIGNER BRANDS

Background

Counter Culture was opening their second location in an upscale neighborhood with the intention to carry designer brands that would compliment the vintage apparel they already had a reputation of carrying. At the same time Counter Culture wanted to expand their presence and begin selling their merchandise online.

Actions

Factory Vintage assisted Counter Culture on what labels to carry and how to set up an inventory budget. They also received onsite training with one of our experienced buyers at a trade show who advised on products, budgets, ship dates, cancellations and other aspects of buying. Factory Vintage also developed and an eCommerce application leaving Counter Culture complete control of their product. Once they were online we developed online handbooks to assist in keeping the site updated with relevant and new information to drive search engines and traffic to their site. We also developed a Viral Marketing campaign for Counter Culture with an online community of over 1,500 members.

Results

Counter Culture's opening month hit record numbers and the online store is still one of the top vintage sites in the search engines. After three years they sold their business.

// INVENTORY

In order to supply a global market we have a number of dedicated buyers who are always on the look-out for the newest fashion trends. Items are added and taken from our inventory stock as required. The following items are the most consecutively stocked.

WOMENS VINTAGE

Tops

- Poly shirts
- Western Shirts
- Delicate Tops
- Scout Shirts
- Hippy Tops
- Ethnic Tops
- T-shirts

Skirts

- Vintage Elastic
- Wrap Skirts
- Hippie Skirts
- Denim Skirts
- Long Skirts
- Plaid Skirts

Dresses

- Poly Party dress
- Antique Dress Mix
- Cotton Dress Mix
- 50's House Dress Mix
- 80's Prom Dress Mix
- Summer Strapped Mix

Outer Wear

- Sweaters
- Car Coats
- 80's Lightweight Jackets
- Faux Fur
- Leather Coats
- Trench Coats
- Sweatshirts
- Baja's /Ethnic Wear
- Denim Jackets

Pants

- Women's Cords
- 80's Color Denim
- 70's Jeans
- 70's Polyester

MENS VINTAGE

Tops

- Army Shirts
- Banlons
- Men's Disco Shirts
- Men's Retro Shirts
- Boy Scout Shirts
- Sport Shirts
- T-Shirts
- Guyaberas
- Hawaiian Shirts
- Tuxedo Shirts
- Western Shirts
- Flannel Shirts
- Lacoste Polos
- Hippie Shirts

OuterWear

- Light 80's Jackets
- Military Jackets
- Field Jackets
- Track Jackets
- Members Only/80's
- Vintage Suit Coat
- Tuxedo Jacket
- Work Jacket
- Leisure Suit Jacket
- Leather Jackets
- Denim Jackets
- Trench Coats
- Sweatshirts
- Baja's /Ethnic Wear
- Lacoste Sweaters
- Insulated Jean Jackets

Pants

- Men's Poly Pants
- Cords
- Men's Jeans - 70s
- Levi 501, 517
- Boot cut Lee, Levi, Wrangler Denim
- 70's Tuxedo Pants
- Work Pants
- Checkered Poly Pants
- Western Poly Pants
- Vintage Dress Pants

ACCESSORIES

Misc.

- Silk Scarves
- Knit Scarves
- Men's Ties
- Tux accessories
- Bow-Ties
- Trucker Caps
- Men's Vintage Hats
- Knit Caps
- Hand Bags
- Military Bags

Shoes

- Men's Cowboy Boots
- Women's Cowboy Boots
- 80's Slouch Boots
- Women's Dress Shoes
- Men's Zip-up Maude Boots
- Men's Dress Shoes
- Leather Baja Sandals

Belts

- 80's Elastic Stretch Belts
- Leather Belts
- Costume Belts

NOTES:

Available per piece, or pre-pack 6 or 12.

Particle Reconstruction line is designed per season.

Please contact a Sales Rep. for availability and current line sheets.

COMPLETE PACKAGE

Business Solutions

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- PR
- Concepts / Themes
- Trend Forecasting

Notes

Included with package a representative will visit location for 3 days and train managers and employees on all aspects of running a successful shop.

Licensees will receive:

- Use of Factory Vintage Brand
- 8 hrs a month consulting
- knowledge sharing among other stores

E-commerce

- Web Marketing and Presence
- Custom Store Page
- Custom MySpace Page for local marketing and events
- eBay storefront for location
- Location Page on Company Web site

Inventory

- Discounted Rate on Vintage Merchandise
- First Shipment with Particle Reconstruction. Dealer Discount.
- Discounted Accessories Orders
- Product sharing and scheduled trade outs with warehouse
- Monthly Marketing Schedules and Materials flyer, PR, events, ads

Monthly License Fees : \$2,000

\$30,000

// SOLUTIONS

STANDARD PACKAGE

Business Solutions

- Operational Business Plan
- Management Handbooks
- Employee Handbooks
- Sales Handbooks
- Vintage Clothing Information Books
- Accounting Software Training
- Scheduling Software
- Merchandise Management Software

Location

- Consulting
- Market Research

Merchandising

- Store Layout
- Price Points
- RETAIL Tips

Inventory Consulting

- Vintage Clothing
- Accessories
- Specialty Items

Additional

- 6 month contract to receive all vintage apparel at discounted dealer rate
- First Shipment with Particle Reconstruction. Dealer Discount.
- Option to exchange merchandise throughout period.
- Merchandise Catalogs and list of outside vendors and contacts

Additional services can be added. Ask one of sales representatives

\$15,000

STARTER PACKAGE

Merchandising

- Store Layout
- Price Points
- RETAIL Tips

Inventory Consulting

- Vintage Clothing
- Accessories
- Specialty Items

Additional

- 6 month contract to receive all vintage apparel at discounted dealer rate
- First Shipment with Particle Reconstruction. Dealer Discount.
- Option to exchange merchandise throughout period.
- Merchandise Catalogs and list of outside vendors and contacts

Additional services can be added. Ask one of sales representatives

\$8,000

START-UP QUESTIONER

Starting up a new business can be an exciting time. It can also be very rewarding and draining at times. Coming up with a concept, finding suppliers and a market can get a little hectic. If this is your first time opening a shop then you are in for a few surprises, hopefully all good ones. In order for us to be able to help you out with your new venture, we would like to ask you a few questions. Please answer these questions to the best of your knowledge so that we might be able to get an idea of how we might work best for you. Following some questions is a list of ideas to help you along with your answering.

Is this your first business?

- Yes
- No

Have you worked in retail before?

- Yes
- No

Are you interested in any of the Business Packages?

- Completed Package
- Standard Package
- Starter Package
- None

Do you have a Business Plan yet?

- Yes
- No

What type of location are you looking for?

- High Foot Traffic?
- Low foot traffic?
- Destination Spot?
- Strip Mall?

Have you found a location yet?

- Have you signed on one?
- Just looking?
- Started negotiating on a spot?
- Started Finish out?

What kind of layout do you plan on having?

- Type of Fixtures?
- Store Design
- Theme/Concept

Do you have a name for your shop?

Who is your target demographic?

How do you plan on marketing your store?

- Canvassing?
- Radio Ads?
- Television Ads
- News Paper Ads?
- Other?

What type of Vintage Clothing do you plan on carrying?

- Classic vintage 30's – 60's
- Mainstream retro 50's – 80's
- High End Vintage 30's – 80's
- Resale shop / buy sale trade

What other type of items do you plan on carrying?

- Contemporary labels
- Shoes
- Accessories
- Furniture
- Other?

If carrying Contemporary label, what percentage will be Vintage?

- 25%
- 50%
- 75%

Do you have start up capital?

- Yes
- No

Do you have an opening date in mind?

Yes _____

No

Comments / Questions



For further information concerning Factory Vintage please contact us

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