

# OVERDRESSED FASHIONISTA EXTRAVAGANZA

SUNDAY 10 SEPTEMBER

## SELLING GUIDE

Please see below a few tips to help you sell at the Overdressed Market. Please note this is just a guide and any recommendations are very welcome.

### **Only sell what you would buy yourself**

Remember that the Overdressed Market is focused on pre-loved women's clothing, shoes, jewellery and accessories, so be sure all your items are clean, free of marks/holes and aren't too worn.

### **Price your clothing clearly**

Visible price tags on your items is the best way to ensure shoppers feel comfortable browsing. This can mean either individually pricing items or having one big sign saying "everything \$10" to make it easier for yourself and shoppers.

### **Don't overprice**

Because the Overdressed Market is primarily for pre-loved clothing, shoppers are on the look-out for bargain prices on good quality labels. When pricing your items always consider the quality, the brand, the vintage and how fashionable it is today. As a rough guide your clothing should be priced between \$10 and \$50 or no more than one third of what you paid for new. If you have designer labels that you want to sell at a higher price, by all means do so, but please understand that you might have better luck on eBay or selling on consignment. By the same token if you think most of your clothes would only fetch \$10 or less, there may be other markets that are more suitable. Feel free to contact Susannah for more information.

### **Be flexible**

Remember that even once you've set your prices it's worth being prepared to bargain with shoppers. Chances are they are more nervous about asking for a discount than you are asking for money, so taking off a few dollars for multiple items is a great way to incentivise a purchase and ensure you go home with more money in your pocket.

# OVERDRESSED FASHIONISTA EXTRAVAGANZA

SUNDAY 10 SEPTEMBER

## **Dress your stall with care**

It's tempting to overload your table with as much as possible, but most shoppers will find searching through piles and piles of clothing very overwhelming and quickly move on. The best way is to keep your stall neatly presented with all items visible, even if that means pulling more clothing out gradually once you've made a few sales.

## **Some worthwhile extras**

Bringing plastic bags, a large float (cash-out and change are available but amounts are limited) and colourful paper signs are great ways to make life easier for shoppers, and you'll benefit too.

## **Spread the word**

The Overdressed Market is primarily promoted via word of mouth and online through social media, with a secondary focus on posters, flyers and outdoor signs. The Facebook event page is a great way to invite your friends, and the best place to upload photos of the clothes you plan to sell (they may even sell prior to the market – true story!). Once you've successfully booked you'll also receive an A4 poster to print and display as you see fit, and a jpeg that can be used as a header on your Facebook page for promotion. Remember the more people you tell, the more likely you are to have a busy and successful stall!

Please note that the above is just a guide based on discussions with Overdressed VIP stallholders and your feedback on the day is greatly appreciated. If you have any questions or require more information, please free to contact Susannah on 0438 062 360 or [info@overdressed.com.au](mailto:info@overdressed.com.au)

Thank you x