



## OVERDRESSED MARKET

### **SELLING GUIDE**

Please see below a few tips to help you sell at the Overdressed Market.

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

Remember that the Overdressed Market is focused on women's new and preloved clothing, shoes, jewellery and accessories, so be sure all your items are in good, clean and wearable condition. They must be free from marks or holes, not too worn and not damaged in any way. It is important to remember that very cheap clothes from high street stores have no resale value.

#### **Items which are not allowed**

Counterfeit bags or clothing, perfume, cosmetics, childrenswear, manchester, haberdashery, candles, glassware, books, artwork and bric-a-brac are strictly not allowed. You may sell menswear but please understand that the Overdressed Market is promoted as a women's fashion market only.

#### **Price your clothing clearly**

Visible price tags on your items are the best way to ensure shoppers feel comfortable browsing. This can mean either individually pricing items, or having one sign saying "Everything \$20" to make it easier for yourself and shoppers. Do not use stickers to price your clothes as these inevitably end up stuck to the floor.

#### **Do not overprice**

Because the Overdressed Market is primarily for preloved 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 new. If you have designer labels that you want to sell at a higher price, by all means bring them along (a signature item always attracts attention), but please understand that you might have better luck on eBay or selling on consignment. Similarly, if you think most of your clothes would only fetch \$10 or less, there may be other markets that are more suitable. Please contact Susannah via the website or [info@overdressed.com.au](mailto:info@overdressed.com.au) for more information.



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### **Be flexible**

Remember that even once you have set your prices, it is 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.

### **Dress your stall with care**

It is 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 have made a few sales. Also consider which items are best presented on a rack, versus folded on a table, versus in a box under the table (such as shoes or a \$10 bargain bin). Even just placing all your hanging clothing in size order can make a real difference!

### **Some worthwhile extras**

Bringing plastic bags, a large float (cash-out and change are available but amounts are limited), colourful paper signs, plenty of quality hangers, carry bags, mirrors, display boxes or even just a table cloth are great ways to make life easier for shoppers – and you will benefit too.

### **Bring a friend**

Perhaps the most important tip is to have a friend! As well as providing company, you can take turns supervising your stall. Note that the Overdressed Market will not be held liable for loss, theft or damage to your clothing. For this reason you are highly encouraged to take a deposit or full payment for clothing being tried on, as it can always be refunded if the customer decides not to purchase.

### **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 signage. The Facebook event page is a great way to invite your friends, and the best place to upload photos of the clothing you plan to sell (they may even sell prior to the market – true story!). Once you have successfully booked, you will also receive an A4 poster to print and display as you see fit, and a jpeg that can be used as a header on



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your Facebook page for promotion. Remember, it is your market too, and the more people you tell, the more likely you are to have a busy and successful day!

If you have any questions or require more information, contact Susannah via the website or [info@overdressed.com.au](mailto:info@overdressed.com.au)

Thank you x