



member  
**SPOTLIGHT**

October 2018

**California Fashion Association (CFA)** is a non-profit organization providing information for business expansion and growth to the apparel and textile industry of California.



**CALLING ALL SUPPLIER EXHIBITORS!**

*Increase your exposure and showcase your samples and swatches at Outdoor Retailer Winter Market at the Trend + Design Center. Organization of the Trend + Design Center fabrics and placement is curated by [FabricLink Network](#) and Promostyl.*

## Outdoor Retailer Winter Market

November 8-11, 2018

Colorado Convention Center, Denver , CO

**The Trend + Design Center:** the outdoor industry's resource destination  
The [FabricLink Network](#) and Promostyl are assisting Outdoor Retailer in producing  
**Materials Display at the Trend + Design Center.**

**Contact:** Kathy Swantko, [FabricLink](#) Tel: 818-522-8619 E: [kgswantko@fabriclink.com](mailto:kgswantko@fabriclink.com)  
Maria Teresa Sampedro, Promostyl Tel: 212-228-8001 E: [Maria@promostylamericas.com](mailto:Maria@promostylamericas.com)

**REGISTER NOW**



Scaling Retail

## THE AGE OF INFLUENCE

### *Influencer marketing should be five elements.*

1. Engaged CEOs: The best CEOs are creating names for themselves and connecting directly with consumers in places like Instagram and Twitter. Their efforts are paying off. *82% of buyers trust a company more when the CEO and senior leadership are active on social media.*
2. Activated Employees: Turn employees into brand advocates. Brand messages reached *561% further when shared by employees vs. the same messages shared via official brand channels.* Brand messages are *re-shared 24x more* when distributed by employees vs. brands.
3. Consumer Activations: Activate consumers with events and produce Insta-bait experiential moments. The way you communicate these events is equally important.
4. Celebrity Placements: “Celebrity” now means someone with a lot of airtime who invests in “brand me” and cultivates their persona. As you search for celebrity influencers, look for those who are pushing the concept of “brand me”. This includes musicians and, even the most public politicians and CEOs.
5. Key Opinion Leaders (KOLs): A KOL is known for a specific niche, allowing your brand to collaborate on a more intimate level. For example, there are KOLs obsessed with vegan health, nail polish, etc. Work with specific influencers. Influencer campaigns are earning \$6.50 per every \$1 invested and the top 13% of businesses are making *more than \$20 for every \$1 invested.*

### **The 3 Influencer Types**

- 1) **Brand Fans**. They already purchase from your company, and they’re the easiest to activate. Give brand fans free product and they’ll likely post about the experience. They don’t have a lot of followers, but they are very good at cultivating “brand me”. It also means a lot when you connect with them on social media.
- 2) **Pros**. These influencers may consume brands similar to yours, and are only incentivized by free product and getting paid.
- 3) **Macro Influencers**. They have staggering social followings and solid branding. They should authentically be involved every step of the way- from product development to marketing. Mr. Bags is a great example. He sold 3.24 million RMB in 6 minutes for his handbag collaboration with Tod’s.

Syama Meagher is CEO of [Scaling Retail](http://ScalingRetail.com), an innovative, international retail consulting agency approaching merchandising and product from a consumer-centric lens. They create sustainable business models on the industry’s leading edge for ROI-maximizing results for startup, growth stage and enterprise businesses. To contact Syama Meagher or Scaling Retail, call 310.957.5264 or email [hello@scalingretail.com](mailto:hello@scalingretail.com).

email: [info@calfashion.org](mailto:info@calfashion.org) Website: [www.californiafashionassociation.org](http://www.californiafashionassociation.org)

