

Swim Week Calendar Announces New DIY Digital Products



Miami, Jun 12, 2019 (IssueWire.com) - [SWIM WEEK CALENDAR](#) is a global portal for the swimwear industry and THE OFFICIAL CALENDAR OF MIAMI SWIM WEEK. Our site showcases the multitude of swimwear events that occur throughout the year and around the world with a special focus on Miami Swim Week though it is expanded goal to cover all the brands, trends, and retail stories that encompass the swimwear industry.

SWIM WEEK CALENDAR also offers brand consulting and DIY tools for entrepreneurs looking to making their mark in the fashion industry.

After working in the fashion industry (and particularly the swimwear, intimates, shapewear, and athleisure industry) for over 20 years, we have been able to deconstruct the traditional PR / Marketing / Sales / Consulting package and develop a library of digital DIY products that offer practical information, tools, and templates that allow brands an affordable option to pick and choose the topics that are most relevant to help them grow their individual business. Some of these include:

The Swimwear Buyers List: Available for purchase (\$500), Swim Week Calendar has created a fine-tuned curated and completely vetted list of swimwear retail buyers. The swimwear buyers list downloads as an excel sheet and include 350 verified contacts (name, title, email, address, and phone number).

The Independent Buyers List: Available for purchase (\$350), Swim Week Calendar has created a fine-tuned curated and completely vetted list of buyers from multi-line specialty boutiques from around the United States. The list contains 370 verified contacts (name, title, email, address, phone) priced in the moderate and better to high-end of the apparel and accessories market.

How to Pitch to Buyer e-book (\$32): Featuring word-for-word script templates to get your brand into retail stores this book is a step-by-step guide on what you need to prepare and how to get those coveted meeting with the right retail buyers. This e-book included info on:

- How to know if the retailer is right for you;
- What to say when you call;
- What to say when you email / what NOT to say;
- What to say when you are in the store;
- What they are going to expect to see

And so much more - we have jam-packed so much fun and easy-to-read information in this book.

How to Pitch to Editors e-book (\$29): Swim Week Calendar has created this DIY guide which equips you will all the proper resources you need to understand and prepare before you start the pitching process as well as a template script and sample scripts to show you how to pitch editors. This e-book includes:

- Media Lead Times
- Magazine Themes
- Editorial Calendars for a Variety of National Publications
- Template Script
- Sample Scripts
- Invaluable Advice from over 20 years in the fashion industry

Wholesale Line Sheet Template (\$42), One of our best sellers, this customizable, easy-to-use line sheet template will allow brand owners/designers to showcase their collection to retail buyers in an

effective, and organized way. This acts as their catalog, allowing buyers to see important information such as pictures, pricing, color availabilities and more. A line sheet is a way buyers are able to place orders with your company.

MIAMI SWIM WEEK CONSULTATION:

If you are confused about Miami Swim Week and the best way to showcase your brand Swim Week Calendar offers a 45 min phone consultation (\$95) that will give you expert guidance in choosing the right trade show for your brand, whether or not to do a runway show and which platform we recommend for your specific brand. We will consult on where to go, how to get sponsors, where to network, and answer any additional specific questions you might have.

ONE-HOUR GENERAL PR/MARKETING CONSULTATION:

This one-hour consultation will provide insight into navigating the worlds of Public Relations, Branding, and Social Media during a phone/Skype/WhatsApp conversation with a fashion business-consulting expert with over 20 years of experience. A one-hour consultation with a professional can shorten the learning curve of how to approach these specialized fields, saving you and your company time and money and will contribute to a potentially high achieving campaign. If you have questions to go over, would like to bounce ideas off of a professional in the field, or need someone to turn to for a full campaign overhaul, book a one-hour session consultation. If you think you'll need more time and assistance, we also offer customized packages that take you through the process from start to finish. Contact us at info@swimweekcalendar.com with the subject line "Consultations" to discuss options.

Whether you are new to the industry and need help starting your business, have already launched and need help getting sales and customers, or have a list of specific questions and just want answers, we can work together to get your short or long term goals accomplished. Email us at info@swimweekcalendar.com

For more information:

info@swimweekcalendar.com

For more information on Swim Week Calendar:

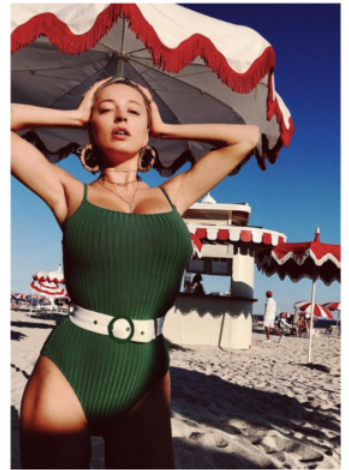
<http://www.swimweekcalendar.com>



HOW TO PITCH TO EDITORS \$29



HOW TO PITCH TO BUYERS
\$32.00



MIAMI SWIM WEEK CONSULTATION 45 MIN / \$95

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See on IssueWire : <https://www.issuewire.com/swim-week-calendar-announces-new-diy-digital-products-1636190845179514>