

Etica Collective

FREQUENTLY ASKED QUESTIONS

EXCITING OPPORTUNITY

Why Fitzroy, Melbourne?

This is an opportunity to showcase your brand in Australia's fashion capital. Our target demographic is the conscious consumer and curious tourist.

Fitzroy is a lively suburb with a bohemian vibe, home to a selection of fascinating quaint bars, cafes, eclectic shops and galleries. A place to visit whether a local or tourist. People living in the Fitzroy area are generally environmentally and ethically conscious consumers.

Brunswick Street in particular has a youthful, vibrant and retro feel. There is a high footfall, with various unique and alternative outlets along the shopping strip to suit all cultures. Thus, we have found the location a great fit for our pop up brands.

AWESOME BRAND EXPOSURE

How will my brand benefit from popping up in Etica Collective?

Featuring in our retail space offers continuous brand exposure in a supportive environment with other like-minded brands. Unlike, markets and other consignment stores, we are in business for social good, not just for profits. We care about your brand and establish a collaborative approach between all brands in store.

We have a knowledgeable and experienced team who are passionate about people and sustainability. We make it our mission to learn about your products and the stories behind them and communicate this to our customers.

We ensure that your products are displayed in the best possible way to drive sales, we're constantly merchandising and giving you feedback.

Unlike markets, you will have brand presence at Etica Collective 7 days a week. Unlike other consignment based stores, Etica Collective curates and limits brands to ensure there is minimal competition. We are also very selective of our brands ensuring they fit with our ethos.

What about competition?

You don't need to worry about this. At Etica we have a diverse range of unique products and we are selective about our brands, so you can be assured that there won't be the same products competing. As a collective of small businesses, each trying to achieve similar goals that help the people and our planet, we recognise that collaboration is a major key to success. This is why we began our journey. Consider it collaborating, not competing!

What promotions can you offer?

Etica is all about collaboration and we take pride in promoting ethical brands on our social media channels. Please take a look at our Facebook and Instagram pages.

As part of the collective spirit, we ask all of our brands to follow each other on social media.

Your Bio will feature on our website and link to your e-store. We will send you a marketing guide of how to maximise your exposure and sales during your time at Etica. You are welcome to create IG stories and post your products, article and blogs on our FB pages. We also run competitions and

giveaways in store or on SM. And we have a Customer newsletter where your brand is also promoted.

What does my fee cover? Do you take products on consignment only?

We are providing your brand with a location and with services that give you the best possible exposure for your products. We care about your brand and your journey. We learn about the people behind the brand and share this with our customers. We offer many opportunities at Etica Collective for you to collaborate and further expose your brand.

We also feel that we deserve to be paid for what we offer. This is why we have a fee based structure and not consignment only. This also helps us grow and do more to encourage people to buy ethical brands such as yours.

The fee is all inclusive and covers ongoing support and feedback; weekly product merchandising, product freight logistics, local online marketing including social media, marketing guide, monthly sales report, knowledgeable sales team and all rent and outgoings.

We have kept the fees and commission as low as possible to cover our costs, pay skilled staff appropriately and to ensure we can keep our social enterprise viable.

What is the minimum booking duration?

The minimum is One Month. This gives you the chance to make your mark in Melbourne and maximise consumer brand awareness. We will send you a performance report.

What if I want to be a Core Brand?

We are always interested in collaborating with like-minded people and brands. To become a core brand you need to have been in store for a minimum of 3 months; have featured Etica significantly in your social media and sales channels; have participated in our promotions; have either written a guest article or guest blog; and presented (or prepared to) an event, talk or workshop in store, or online via podcast, webinar or video.

For more information on how to become a core brand please e-mail Lisa at issarabusiness@gmail.com

EASY & STRESS FREE

I'm not sure how much stock to deliver? What if an item sells online?

Once we know how much space you are renting and the type of products. We will advise based on our customer's purchasing history and market segment. We will send you an inventory update upon request and will inform you if an item is running low. We also can rotate items for you. If you sell an item that we have in store we can post to your customer direct, you will be charged the postage cost and our commission.

Could you display our stock to our preference?

We will try to accommodate your request. If you live near Melbourne you're welcome to assist. If not, send us photos and we will do our best. We curate our collections in such a way to create the overall ambience of our store. This means that your products are not limited to one shelf and can feature in our various displays, including the shop window.

If you prefer to use your own display units, we will need to approve them to ensure they fit within the theme of the store. Please let us know asap.

Can I display my own promotional material?

Absolutely. We encourage you to promote your brand and inform customers about the stories behind the products. We ask that any printed material is **no larger than A5 size**, Post Card or DL is ideal, and preferably on eco friendly paper and ink.

Do I need to supply my own bags?

No need, we are equipped with brown paper bags and eco-friendly gift wrapping material. We can include any of your promotional material if possible.

Do I need to have barcodes and swing tags?

No, you do not need to have barcodes but you do need to have a SKU or a code for each product. You do need to have a label or swing tag with the code and price attached.

I'm worried about the shipping costs, what can you do?

Let us know exactly what you want to sell and we will advise you. We have a good understanding of the market and what will sell, so we can make an arrangement on the most cost efficient way to deliver your stock, wherever you are based.

I'm not ready now but can I book in advance?

We are flexible to future bookings. Please send an email expressing your interest and we will make sure you are sent the details.

How do I qualify?

First and foremost, you must be an ethical brand that fits our criteria.

Secondly, all brands and ranges will be curated to ensure quality and diversity. If we do not offer you a place it may be your brand is not a good fit at the current time. We will provide feedback.

Please go to www.eticacollective.com and download our application kit to get started, fill out the application form and return to popupinmelbourne@gmail.com

If you have any further questions, please drop me an e-mail and I will get back to you ASAP.

Cheers,

Etica Collective Team