

World of WearableArt Merchandise Request for Proposal

Background

World of WearableArt (WOW) is an internationally renowned wearable art competition that attracts entries from over 40 countries each year. Anything that is wearable art can find a place on the stage, as long as it is original, innovative and well executed.

For three weeks every year, WOW showcases the best of these creations in a spectacular show that takes over New Zealand's vibrant capital city of Wellington in an explosion of creativity. In 2018, over 60,000 people saw the WOW Awards Show with around 40,000 of these being visitors to Wellington.

In addition to the WOW Awards Show there is the World of WearableArt & Classic Cars Museum in Nelson which includes a retail shop. The museum attracts around 35,000 visitors a year with the majority of visitors being from around New Zealand and the world.

In the past WOW has produced a stationery line, homeware (e.g. mugs, tea towels) and clothing (mainly t-shirts and sweatshirts from time to time).

Purpose

World of WearableArt is reviewing and developing the merchandise range to be sold during the 2019 WOW Awards Show at the Wellington (TSB Arena) show venue, online and subsequently at the museum shop in Nelson. WOW is seeking product suggestions from suppliers and interested parties to create a range capable of significantly growing revenues and margins from this range. This RFP defines the customer, quality and financial criteria and seeks proposals in line with these.

WOW EXPERIENCE

The essence of WOW is defined as

- Magical
- Visually extraordinary
- Joyful and colourful
- Eclectic
- Unique and constantly surprising

WOW Merchandise criteria

Target Customer

- People of all ages and walks of life come to WOW however the predominate merchandise target is women aged 40+
- Medium to high household income – but most will spend \$20-40
- Looking for show souvenir – products must be capable of creating a direct emotional link to the show and the “WOW Experience”

Merchandise Quality

- Capable of stylish design based on WOW brand or respectful representation of selected garment designs
- Ultimately we require a collection or a line of WOW merchandising that has a cohesive look and feel
- Well made – has the look and feel of “lasting” quality
- Environmentally sustainable

- Beautifully packaged
- Functionality is important more so than being just purely decorative.
- Being on trend is important
- Consideration needs to be given to the fact that most people are buying something and then travelling home with it.

Financial

- Each line item needs to be capable of generating revenue of at least \$5,000 over the show season
- Price point has minimum markup of 100%

Required

Potential suppliers are requested to submit product ideas meeting the above criteria for consideration and include-

- Product ideas based on the supplier knowledge and experience of markets
- Indicative unit costs with price/volume breakpoints
- An indication of production lead time
- Images of products

Product pitches must be sent to ian@worldofwearableart.com by 5pm on Friday 14 June 2019.