

BOWN OF LONDON HOLIDAY GIFT GUIDE

1. How are you preparing for the holiday season?
Special offer: 10% off, Free Initials personalization, 20% if you buy 2 or more; promote social media, pr, website etc.
2. What do you predict will be your top look(s) of the season?
Bruges, Marchand, Falmouth, Earl Navy
3. Are you doing anything new this season vs. what did you do in the past?
New lines e.g. socks, slippers, pajama sets, swim shorts, silk gown VS. mens dressing gowns only
4. What is your favorite piece in stores right now that you think every woman/man should have in their closet?
Torino
5. What do you have coming up for 2017? (Expanding product lines, new technology, etc)
Expanding product lines, improving product quality
6. What is your favorite thing about the holiday season?
Sale, inspiring brand ideas, store visual merchandising





