## BOARDMANS 2020





#### INDEX

INTRODUCTION AND STATEMENTS	02
MISSION STATEMENT	03
VISION	04
PEOPLE	09
POSITIONING	12
PURPOSE	13
WINNING ARGUMENTS	14
VALUE	15

ALL BOARDMANS PRODUCTS
ARE UNIQUELY DESIGNED BY
BOARDMANS & ARE
EXCLUSIVE TO BOARDMANS
CUSTOMERS.

#### MISSION STATEMENT

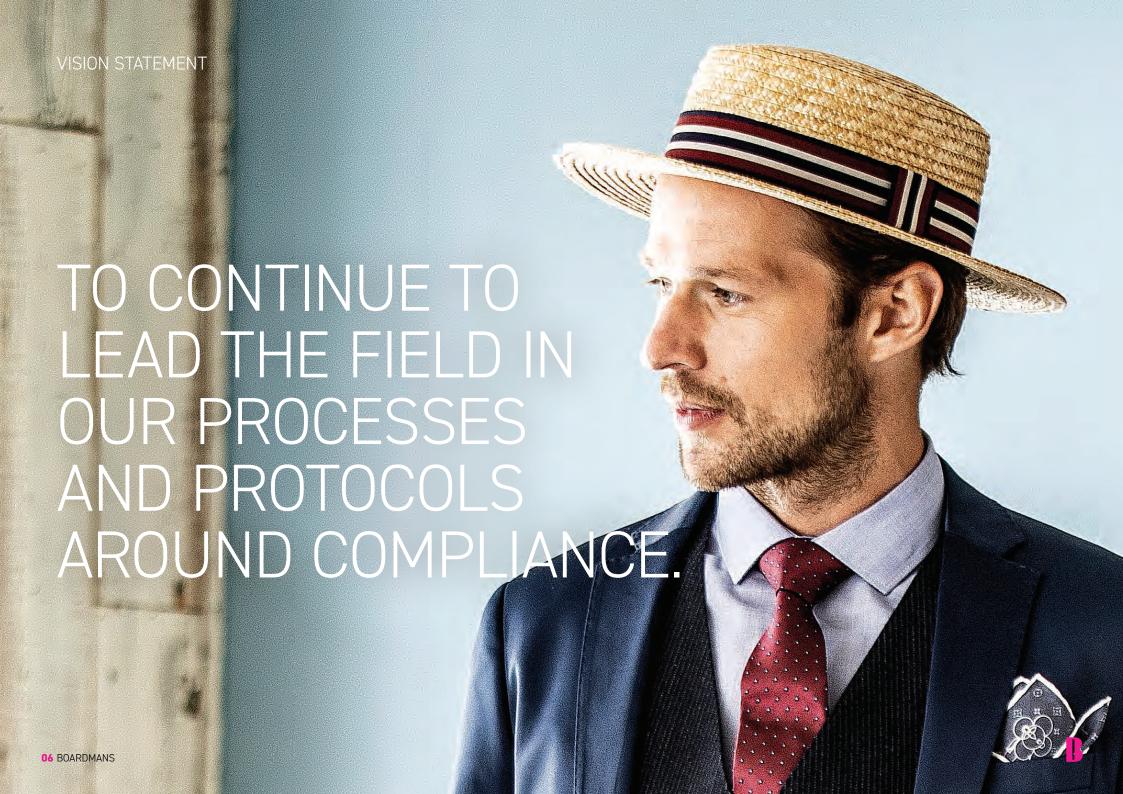
Our mission is simple. It sums up our determination to create on trend accessories, every season, across a wide range of marketplaces. Captured within these few words is the efforts of teams of people dedicated to quality, creativity and professionalism.

# TO COMPLETE EVERY OUTFIT WITH PERFECT ACCESSORIES.

TO BE CONSTANTLY UP-TO-THE MINUTE WITH DESIGN INTELLIGENCE IN OUR SECTOR.











#### **BOARDMANS' PEOPLE**

We put our people first. When we talk about our team of teams here are some key points to get across.

1/BOARDMANS' design team consistently create sell out product lines.

2/BOARDMANS' account management expertise makes creating your accessory range effortless.

3/BOARDMANS' merchandising and QA ensures you get great quality products **delivered to you on time** and in full.





4/We are almost unique in specialising in soft accessories. Our focus on hats, gloves and scarves means that we have been able to develop our **market leading trend intelligence**.

5/**We are genuinely global**. Our base in China provides direct contact to our manufacturing partners. We work with all of our factories developing the highest standards of sustainability and compliance through our **BOARDMANS**.

6/Futures Initiative that aims to keep pushing the boundaries on **ethical manufacturing processes** in our sector.

#### **BIG IDEA**

BOARDMANS is a team of teams each dedicated to both their own areas of specialism and to the end goals. Our Big idea encompasses the big ideas of the whole of BOARDMANS, yes we have one big idea (Our mission statement) but we also have big ideas about what makes BOARDMANS a team of teams.

- 1/**To be the first choice in design lead accessories** in our sector by consistently creating collections that complete every outfit with perfect accessories.
- 2/BOARDMANS is unique because of our design centric, problem solving culture, our commercial processes our accumulated skills our experience in the sector and our international setup.
- 3/Our customers demand intelligent design, quality at their price point and efficient fulfilment. That is why we focus on trend research, design intelligence, fabric and print knowledge, fulfilment and service values and we do it in a customer centric way within strict sustainability and compliance parameters.



#### HOW ARE WE DIFFERENT

In a world of sameness, especially in such a competitive sector as ours is, nailing down a genuine point of difference can be difficult. Happily for us we don't have that problem. We are different because we've spent decades of work building every facet of our specialist area. We genuinely lead the way on several aspects of our business and we always strive to innovate.

4/There is only one BOARDMANS design team. Nobody has as talented and experienced team like ours.

5/Alongside every brilliant design team is a brilliant management team and alongside them a production team second to non. **BOARDMANS** is respected the world over for our commercial competence; we know all there is to know about price fit and delivery on time.

6/We specialise. This can be a key point of difference. We have detailed knowledge and experience that is solely around hats, gloves and scarves. **Everything we do is dedicated to the very best** hats, gloves and scarves we can make. We don't get pulled in different directions.

- 1/Our global reach from our Chinese team and the proximity this gives us to our means of production give us a genuine edge.
- 2/Decades invested in product management, compliance give us **second-to-non process and protocols**. Whether it's while delivering on our customer's handwriting or creating our collections, **BOARDMANS** always deliver on compliance.
- 3/Our design intel and how we implement and share it through our **client bespoke trend packs** and our reports and runways is unique to **BOARDMANS**.

- 7/We invest in state-of-the-art techology and software with **one goal, customer satisfaction**. Every change we make increases speed to market and supports delivering creative, on-trend, design to our customers.
- 8/**We invest in our people**. We believe in the power of training and supporting people through resources and personal development programmes. **BOARDMANS** is all about people and that shines through in the quality of our products and services.
- 9/We get that accessories accessorise. BOARDMANS aren't an accessory island, we engage with the fashion world.

#### POSITIONING

1/Mass multiple value sector through to middle market from cutting-edge high street fashion to volume products.

2/We never start at choosing to be the cheapest we always strive to **deliver the perfect products** at our customers' price points.



#### **OUR PURPOSE**

We have a single-minded attention to the details of all things hats, scarves and gloves. We are very clear about what we do, how we do it and why.

1/BOARDMANS are all about creating hats, gloves and scarves for the fashion retail sector.

2/Our options focus on hats, gloves and scarves so that within these tight product categories we can provide our customers with **the best products and services** to meet their needs.

3/We specialise in trend intelligence, design creativity, production knowledge, compliance, QA expertise and fulfilment. **Delivering unique solutions** and seasonal collections.

#### **OUR WINNING ARGUMENTS**

In short, these are the things that make us confident to go up against any of our competitors.

# WE ARE SPECIALISTS

1/We are leaders in trend analysis and market intelligence in our sector.

2/You won't find anyone better versed in compliance in our sector.

### WE INVEST GLOBALLY...

meaning that we perfect at source.

### OUR LINES SELL OUT

# WE ARE ALWAYS IN THE TOP 5...

selling lines (hats, gloves and scarves).

#### **VALUE PROPOSITION**

Putting our customers at the heart of everything we do means that we can be clear and confident about the value we bring to them.

1/BOARDMANS takes away the pressure on you to constantly keep up to date with trends in hats, gloves and scarves because **we invest in market intelligence and trend prediction** then convert those market insights in to products that sell.

2/Our highly respected design team, account managers, merchandising specialists and QA experts are dedicated to creating both unique designs with our customers and in producing extensive collections of on-trend hats, scarves and gloves that you can trust to give you a great soft accessory range for your customers every season – without fail.



#### FOR FURTHER DETAILS VISIT OUR WEBSITE

WWW.BOARDMANSDESIGN.COM

