



Today, fashion technology is growing at a faster pace than ever.

Get insights on how to become a top seller in fashion





Objective of the Session

- Get insights on how to be the top seller in Fashion, Improve your sales & Grow your assortment.

Topics to Discuss

1. Content creation and how to personalize your images.
2. How to use sponsored products to attract more customers.
3. Quality and sizing issues when it comes to fashion items.
4. Recreating SKUs especially best sellers.
5. Reasons as to why customers return products.
6. Stocking your bestsellers in Jumia Express.
7. Fast Selling items + your bets for 2021.



Types of Fashion Styles

1. Casual
2. Office Wear
3. Sports Wear
4. Classic
5. Exotic
6. Street
7. Vintage
8. Chic
9. Arty
10. Preppy
11. Bohemian
12. Goth
13. Grunge
14. Flamboyant
15. Punk
16. Rocker
17. Tomboy



Categories in Fashion

- Men's Accessories
- Men's Clothing
- Men's Shoes
- Women's Accessories
- Women's Clothing
- Women's Shoes
- Unisex Accessories
- Boys
- Girls
- [Link](#)

Content creation and how to personalize your images.

1. **White background** is very appealing. It allows the garment to be the star attraction. It sets the stage for your entire composition and it helps dramatically enhance your **photo**. But whether you're shooting against a white background or in context shots, keep it consistent and avoid backgrounds that steal the attention away from your garment.
2. An online shopper, one of the primary disadvantages is not knowing how it will look, fit and suit you before you place your order. As an online seller, you need to consider that your website is a window into your store. Just like shopping on the high street, enticing window displays have proven time and time again that they directly increase sales. Consider your product photos as your virtual window display.
3. Use models to show off your outfits + Accessories.
4. Start showcasing different angles, material close-ups and zooming in on finer details, you'll be wishing there was room for more!
5. Images should be **inviting, engaging and stimulate the creativity** and imagination of online shoppers. A little advice, there's no need to hire the hottest model to strut your range either. Consider who your target market is, or if they're of a certain age and size.



You've probably heard someone say, "It looks better on than it looks on the hanger."

Why use sponsored products + Jumia Advertisement to attract more customers?

- When you're seen by more people, you grow your following.
- When that following sees interesting content, they trust.
- When they trust, they visit your page.
- When they like what they see on your page, they buy + keep coming.
- You have less than 7 seconds to capture someone's attention when they first see your products before they click on it.
- Helps you Build your shop awareness.
- Increase reach. When shopping for something online do you go up to the 5th page?
- You can choose to optimize your campaigns automatically and only the best performing products will be selected or push for your new products or the less converting items.

Quality and sizing issues when it comes to fashion items + Reasons as to why customers return products.

- ❑ Over 50% of returns are down to poor sizing, and handling returns is a significant drain on time, resources and mostly a lost sale.
- ❑ A combination of multiple images and a sizing chart is a great way to reduce returns. Include sizing charts in your set of images; this will increase customer confidence in parting with their cash.
- ❑ Know your products, What are you selling, How does a good quality texture look + feel?, Is it a small fitting? Should I include in my content this information? How do I tell if it's a China, EU, US, UK size?
- ❑ **I was selling well but now so many returns?** Check if your supplier is getting from a new distributed. This might change the texture, color, quality of what you're selling. Consider changing?
- ❑ The last thing you want is a customer returning because what she thought was a maroon dress, turned out to be brown. We've all been that customer, and the process of having to return an item is very inconvenient. Make sure you take the time to go through every photo to make sure that the colors accurately represented.

Customer Return Reason

CR24- Wrong item / color / size / model

CR12- Item received broken or defective or torn

CR20- Size is correct but doesn't fit as expected

CR17- Item seems to be fake / unauthentic

CR15- Item received with missing parts or accessories

CR16- Item received used



What happens when you Recreate a new SKU for an existing product?

1. Lose your traction.
2. Your sales dry up since the previous SKU is no longer visible.
3. You lose your good reviews + ratings + visibility you had build for the SKU.
4. Your customer base dwindles regardless of the efforts you put in to grow and stop being the “must-have”.
5. Think of it as Jumia Closing then coming back as new a company. How long will it take to gain trust and retrieve its customers?
6. Build your brand by selling authentic items to avoid bad reviews, ratings + returns.



Why Stock your best-selling SKUs in Jumia Express?

- ✓ Faster moving of items.
- ✓ Better visibility.
- ✓ No shipping contribution.
- ✓ Faster delivery.
- ✓ Warehousing Charges will be free for the first 15 days.
- ✓ 30% for Storage fees from Ksh. 40 to Ksh.5 per items.
- ✓ No hustle or buying packaging materials.
- ✓ Gives you time to source for more items to sell.



Fast Selling items + your bets for 2021.

BI Product Category II
Sneakers
Bags
Jewellery
Dresses
Watches
Men's boots
Women's sneakers
T-shirts
Casual shoes
Formal Wear
Hoodies & sweatshirts
Shirts
Boys&Girls Clothes
Shirts & Blouses
Sunglasses
Kids (3-8years)
Baby (0-2years)
Ballerinas & flats
Sandals & flip-flops
Underwear

BI Product Category III
Basic sneakers
Handbags
Clutches & mini-hand bags
Jewellery
Casual Boots
Short sleeves
Loafers & Mocassins
Suit jackets
Long sleeves
Ballerinas
Sandals
Lace-ups
Cardigans
Low to mid heels
Boxers
Clothing (0-2 Years)
Shoes(3-8 Years)
Jackets
Nightdresses
Jacket

BI Product Category II
Underwear
Boots
Formal shoes
Polo shirts
Jumpers & cardigans
Jeans
Heels
Coats & jackets
Nightwear
Skirts
Others
Trousers & leggings
Jackets & coats
Trousers & chinos
Beach & swimwear
Athletic shoes
Caps & hats
Teens (9-16years)
Curve & plus sizes
Belts
Brides
Wedges
Ties & scarves
Maternity wear
Hats & hair fascinators
Sportswear
Tops
Blouses & jumpersuits

BI Product Category III
Jacket
Chinos
Bikinis
Check
Singlets
Trousers
Bracelets
Slim fit
Shoes (0-2 Years)
Shoes
Jumpers
Casual belts
Print
2 pieces suit
Shoes (9-16 Years)
Clothing (9-16 Years)
Blazers
Sweatshirts
Clothing (3-8 Years)
Cufflinks
Athletic shoes
Lingerie sets
Accessories (0-2 Years)
Scarves
Accessories
Ties
Sleeveless
Jumpersuits

Recap

1. **Personalize** your Images + Content + design of Your shop.
2. **Use models** to show off your outfits + Accessories.
3. Offer **discounts** on your items.
4. Have **different assortment** for your customers + variety of items to buy.
5. **Enhance your sales channels**, boost your products on social media, whatsapp + share links that directs customers to your Jumia page.
6. **Be aware of your competition**. What are they selling, price range, Content, Images etc.
7. **Plan for what you will sell** throughout the year. For example, during the summer, do not only buy summer clothing. Plan by purchasing cool weather clothing for the fall and winter. If you do not make the necessary inventory plans, you will not have enough of the appropriate type of clothing on hand when your customers need it.
8. **Be informed** Staying updated on the latest fashion trends will be a crucial necessity. Staying informed about the phenomenal changes in the fashion scene.
9. **Spend time on Social media**. Understand the fashion trends what is new what are people buying. The most exciting sites with good content. Place your bets on the new trends.
0. **Always choose your best** front facing picture as your hero image. Your hero image should be your rockstar photo. It's the first thumbnail that online shoppers see before they decide whether they want to look at more pictures.
1. **How to grow your seller score?** No Out of Stock, Good quality return rate, >3 seller score means more visibility.





Questions & Answer Session

