

## **THE UNDERGROUND STORE**

Want the opportunity to **SELL AND PROMOTE YOUR CLOTHING BRAND TO OVER 70,000 FASHION FANATICS AND TRENDSETTERS** interested in Exclusive and Unique Underground Merchandise?

How does that sound? Richy Rich is now taking submissions for consideration to be one of the brands sold on The Underground Store's global underground marketplace. The Underground Store is here to provide **instant exposure and financial gain** to the brands and creative artist's that the world is looking for.

We only select the brands that we feel have the most creativity and mass market appeal to do well on our online retail store. If you want to own one of our online shop pages in The Underground Store and on RichyRich.co.uk then please send (your current URL whether it be a Facebook group a MySpace page it does not matter, submit a couple images for our viewing of what you or your company create-clothing, jewellery, accessories, art, whatever, plus a bio on yourself, your brand or both)

**SEND TO:** [sales@richyrich.co.uk](mailto:sales@richyrich.co.uk)

## **BENEFITS OF THE UNDERGROUND STORE**

- We are totally unique in what we do. (You tell us which company helps emerging designers as much as Richy Rich?)
- You will be able to sell your clothing range to over **70,000 potential customers** each month.
- We work closely with the community we sell to and have direct contacts with major figures within the music and fashion industry in the UK.
- Your clothing range will be featured in at least one **Richy Rich email that is sent out to over 70,000 potential customers** every month.
- You will get your own Richy Rich - Underground Store page with unlimited store space to **add as many products as you like**.
- We have a very **professional and 100% secure** ecommerce website.
- You will be **invited to attend and showcase your goods in person at an annual Richy Rich – Underground Store party** in London.
- You will have the **opportunity to gain feedback on your products** from Richy Rich visitors from all over the globe saying what they think about your brand.
- You will get all of your **order processing and site maintenance handled by our web experts**.

- You will also gain the **best re-sellers rate for emerging underground designers** online being a 70% / 30% split. (70% in favour of the designer). We will not be beaten on price at all!
- You will have the capability to **sell your clothing range in a traditional manner** being ecommerce which will uphold the reputation of your brand, and set you apart from other emerging brands that have very poor selling methods.
- You will have your clothing brand submitted to several **directories, fashion related blogs, online magazines, physical magazines, Facebook Profiles, MySpace Profiles**. Etc
- Do well on the Underground Store and you have the potential of getting picked up on Richyrich.co.uk directly.
- **We take care of all customer service issues** regarding customer orders and enquiries
- As a promotional tool you will be able to use our Blog as frequent as possible to **post articles regarding your brand for public viewing**.
- **We concentrate on the best ways to market and expose your brand** to our extensive market base, whether it is introducing offers, freebies, sales etc.
- **No need to waste endless amounts of money** producing dead stock that sits around waiting to be sold.
- **No need to waste money, time and effort dealing with marketing** (posters, flyers, business cards, stickers)and demanding customers to purchase your clothing collection.
- **We keep your Underground Store page updated** with new merchandise and offers on a daily basis (all you do is send us your images and product info)

**In exchange for all of this, you will be responsible for:**

- Fulfilling your orders and **sending the products to your customers**.
- Being solely exclusive to Richy Rich Underground.
- Paying your monthly rental of **£20 per month only**.

**WHAT YOU WAITING FOR !!**