

Farmingdale Meets MatchWear



*(Left to right standing) Amy Lian, Emily Dong, Terry Park, Owen Wang, Karan Kumar, Ashkarn Singh
(Left to right sitting) Monica Shum Fung, Victoria Missial, Lili Ruan*

At MatchWear, you don't only buy clothes - you buy time.

We strive to redefine fashion for you by combining aesthetics, accessibility, and individualized attention.

Last month, MatchWear participated in the Farmingdale Trade Show in Long Island. MatchWear had a lot of success at the trade show as MatchWear went home with Gold in Salesmanship and Silver in Booth Design.

Not only that, it was a successful day in terms of sales as MatchWear exceeded trade show sales projections by almost 40%.

Section One



HOME WOMEN MEN STYLIST BOX LOOKBOOK SPONSORS CHECK OUT

STYLIST SURVEY

Please click on the following button to get started on your style journey.

STYLIST SURVEY

Stylist's Box Launching Soon

Our Product Department is in its final phase of developing the company's newest addition to its services - the Stylist Box. The feature will be made available on the company website by the end of the month.

The service hones in directly to the customer's tastes, allowing our stylists to create outfits that will surely deliver. As a result, the Product Department expects to see an increase in customer satisfaction with the implementation of the Stylist Box.

So here's how it works:

The customer is greeted with a survey that gathers information about the said customer's fashion style and preferences. A stylist is then assigned to the customer who will cater to the customer's needs.

Red is for Valentines Day

Partaking in this month's festivities, this month's outfit lines will include a fully red themed outfit in all four MatchWear Box categories in celebration for the month of love.

Monthly Color-themed Outfits

With the introduction of the concept of releasing color-themed outfits to reflect the festivities of the month, the Product Department has decided to use this idea to add a new dimension to the company's monthly product line updates.

Section Two

“How’s Business?” “Booming.”

January was a successful month in sales, exceeding projections especially in VEI sales. At the same time, there was an exponential increase of roughly 225% between the VEI sales made in December and January.

It is also important to note that VEI sales accounted for about 63% of total sales made in January while non-VEI sales accounted for about 37%.

In terms of sheer sales volume, the business casual and business formal category showed an increase of about 39% last month.

Website Break Down

600%

Increase in web visitors

300%

Increase in unique visitors

50%

Reduction in bounce rates

New Marketing Approaches

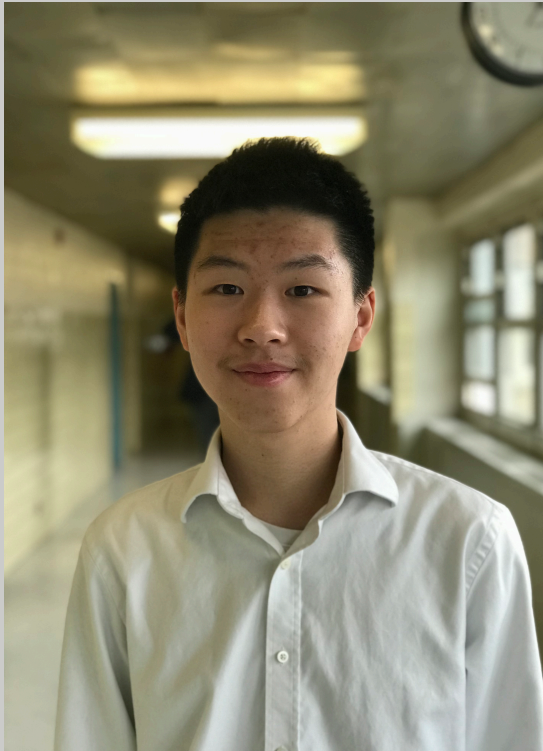


We expanded our marketing tactics to incorporate an advertisement on the VE portal, which has never been done before, as well as a 3-D printed promotional items.

The online advertisement on the VE portal has played a large role in boosting website sales within the past month. On the hand, the 3-D promotional items helped attract sales during the Farmingdale Trade Show

(Left to Right) VIVID+ ad on the VE portal, 3-D promotional items)

Announcements



Congratulations to January's Employee of the Month - Junjie Liu!

Junjie Liu, who also goes by "Terry", is many things to the Finance Department! Junjie's straightforwardness acts as a bold contrast to the Finance Department's jokester bunch. Not only that, he provides the element of sanity needed when things are hectic and the department is scrambling when things get busy. This was in full display last month when the Finance Department had to process the overwhelming amount of sales from tradeshow and contracts. His cool, calm, and collectedness helped the department operate and churn through the workload.

Create An Outfit Contest

The Product Department is holding a contest where employees have a chance at expressing their fashion identity through an outfit. The winner will have their outfit created and featured on next month's new outfit lines.

Participation details as well as information on the rules and prizes will be announced via Edmodo. Stay tuned!

Professional Development Workshops

As of the moment, there are two confirmed development workshop opportunities available for employees: are That Suits You! and an activity workshop at the NBC Studio. Spaces are limited so contact Human Resources to sign up and reserve a spot.

Further information will be provided by Human Resources via e-mails.

Contact Us

E-mail : mwhr2017@gmail.com

Phone : (718) - 281- 8297

Address: 58-20 Utopia Pkway Fresh Meadows