

BECCA WHO IS A BRITISH DESIGNER BASED IN LANCASHIRE, UK, WHOSE DRAMATIC AND OPULENT STYLE IS LOVED BY THOSE WHO ENJOY HIGHLY DECORATIVE, ORIGINAL DESIGN.

Hand drawn details and painterly strokes, a passion for rich colour palettes and touches of the unexpected, effect a visual alchemy on luxurious fabrics and wallpapers.

### TRADE INFORMATION

Becca Who creates statement Fabrics and luxury Wallpapers, as seen in British Vogue and on BBC1.

The distinctive style of Becca Who is offered to customers worldwide, with designs on fabrics and wallpapers stocked in stores throughout the UK, across Europe and beyond.

#### THE HOUSE OF WHO FABRIC COLLECTION

Following the success of the Curious Creatures and Earth Odyssey collections, House Of Who is a dynamic collection of fabrics for interiors, manufactured in the UK, and available to selected trade customers. Comprising of new designs being added as they are created, this ongoing collection offers fresh and exciting designs which are representative of the artistic journey and regular new content for showcasing to customers.

Featuring the signature Becca Who style of highly decorative, colourful and expressive fabrics, this collection offers endless creative possibilities for statement interiors, borne out of a love of art.



## Please contact info@beccawho.com

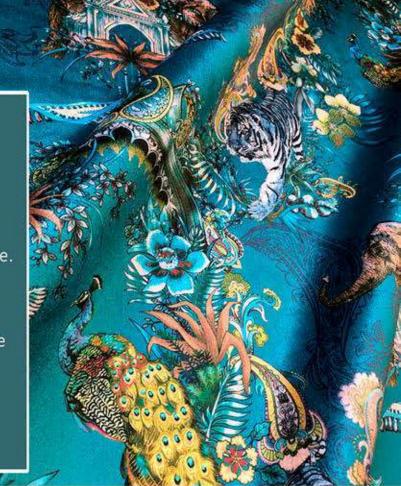




#### SAMPLES

As this is a dynamic collection, pattern books will not be produced but rather trade customers will be supplied with a presentation box and samples of each fabric design and colour way, with new samples being sent out with each release. Each set of samples comes with an information sheet, image of pattern placement on one metre and illustrative imagery to enable customers to visualise the scale of each design in various uses.

Samples for this ongoing collection are provided to trade customers free of charge.







COORDINATING PLAIN FABRICS:
Coordinating plain velvet fabric
can be supplied to match with any
colour from any of the Becca Who
fabric designs. This provides the
ability to combine Becca Who
patterned fabrics with a
coordinating plain, printed onto
the same base cloth, offering
continuity of texture and colours.

### UP THE ROLL OR RAILROAD:

All Becca Who fabrics are printed 'up the roll' as standard. All designs can be 'railroaded', printed with the horizontal pattern repeat parallel to the selvage, at no additional cost - wherever this is specifically requested. This can work particularly well for upholstered items such as a chaise longue, bench seating or headboards.

### **DISCOUNTED DISPLAY LENGTHS:**

Display Metres can be offered at a further reduced rate per metre, with requests considered on an individual basis.



## **KEY INFORMATION - TRADE CUSTOMERS**



All of the fabrics are printed to order with a usual turnaround time of 10-15 working days. Orders are then sent out via Next Day courier.

#### ORDER PROCESS

Trade customers are to email their orders to info@beccawho.com

An invoice will be sent by return email, payable prior to the order being sent to the factory.

As fabric is printed to order, returns are not accepted. In the rare event of a faulty or damaged product, customers are to get in touch for a replacement.

### Online Selling:

For trade customers who wish to sell the House Of Who collection online, please discuss this with us directly.

To view House Of Who designs launched to date, visit www.beccawho.com





### KEY BENEFITS TO TRADE PARTNERS

**Low Minimum Order Quantities:** We understand the importance of flexibility. Our trade partnership offers low minimum order quantities, allowing you to cater to specific customer demands without excessive commitments.

**Healthy Trade Discounts:** Our pricing ensures that you benefit from competitive rates, supporting your profit margins.

**Geographical Exclusivity Strategy:** We prioritise successful trade partnerships by choosing partners who are spaced geographically. This approach defines exclusive market areas for each trade partner, enabling them to stand out from local competitors.

FREE Samples and Discounted Display Lengths: Enjoy the benefit of free fabric samples sets. Benefit from further discount to fabric display lengths.

FREE Point Of Sale Printed Material: Access signage, including custom posters featuring your branding, for display in your premises.

**FREE Marketing Support:** Leverage our marketing materials, including promotional content to boost your sales efforts. Access our marketing resources to enhance your brand visibility and customer engagement online.

Championing Your Business Online: We regularly share the work of our trade partners across our social media pages and on our website.

**Dedicated Account Management:** Receive prompt, personal attention to your enquiries. We are committed to understanding your business needs, offering guidance, and support.

**Timely Deliveries and Reliable Service:** We maintain consistent quality of products and services to support the smooth operation of your business.

Feedback Integration and Continuous Improvement: We welcome and implement your feedback to improve our products and services continually. Your insights help us evolve and cater better to your business requirements.