

PROCURE

by the women's CREATIVE



UNIQUE RETAIL SERVICES
TO GROW CASH FLOW
AND BRAND EQUITY.



BRAND PARTNER GUIDE

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PROCURE THE LIFE YOU WANT



ABOUT

Since 2017, The Women's Creative has been providing marketing and sales services to support creative women-owned businesses.

We currently serve a network of over 1500 women-owned startups through our membership service, retail shop, event activations, networking and more!



DARING CREATIVE BRANDS TO IMPACT THEIR WORLD

ABOUT

PROCURE

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WHO WE ARE

Procure by The Women's Creative is a full-service retail concept and incubator specializing in merchandising, product development and the retail experience with a focus on data analytics, marketing and digital strategy. Procure is different because of our holistic approach. We provide a unique platform for women business owners and product developers to sell products, build knowledge, leverage adjacent brands, and engage our shared community.

OUR FIRST YEAR

One year in and we have accomplished so much more than we could have imagined. Over 600K in sales, 300K to over 60 women-owned businesses. We welcomed over 12,000 people into our space and held 25+ events. Our concept and work are always evolving and we are excited to reveal what is up next.



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MISSION

To create space for women to lead an inspired life

VISION

We are committed to providing a unique platform for brands to sell their products, build their knowledge base, leverage adjacent brands, have access to industry experts and engage our vast community.

VALUES

Community
Independence
Purpose
Knowledge
Wellness



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PROCURE

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PROCURE SHOP STATS

We sold over \$50,000 of product per month for our vendors in 2022. Here are some stats!

- Our store traffic averages 2,000 people per week
- Our store averages 400 sales per week
- Our average order value is \$45
- Our vendors sell on average between \$200-\$1000 per week



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BECOMING A BRAND PARTNER



Whether you're exploring wholesale/consignment for the first time or you've already dipped your toe in selling through a third party retailer, we're here for you! We specialize in growing women-owned brands and creating a community for them to thrive in.

Procure allows brands to test brick and mortar retail in a highly sought after location without the risks and commitment of a lease, having to staff, operate, and merchandise a store. Plus, we're better together and Procure is a community!

We partner with brands on a consignment basis for one quarter/season at a time. We charge a 50% consignment commission on sales. Our fee covers:

- rental of our display space in the store
- credit card fees
- our amazing store staff that serve as product ambassadors
- merchandising all of the products
- product and sales marketing

[APPLY HERE](#)





ONBOARDING PROCESS

Accepted vendors will be asked to fill out our Brand Partner Consignment Agreement, Brand Partner Information Form and a Non-Disclosure Agreement.

We will invite you to a welcome meeting with our team, provide inventory portal information and payment details as well as marketing support.

BRAND ROTATION

We will commit to selling your brand for one quarter. If we are asking you to leave the shop, we will give you three weeks to pick-up the remainder of your product. Your brand may be invited back to Procure in future quarters and our staff will be in communication with you.

PRODUCT PRICING AND PAYOUT

Pricing will be matched or adjusted per item to maximize return.

We pay our Brand Partners out every two weeks via ACH or check. You can access your sales in real time through your vendor portal.

We collect and pay state sales tax to Missouri so you don't have to!

BRAND PARTNER GUIDELINES

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PRODUCT REQUIREMENTS

BRAND PARTNER PRODUCT SELECTION & REPLENISHMENT

Selected Brand Partners should provide a line sheet of available items. Brand Partners are invited to recommend best sellers and product insight but the inventory team will determine final product selection based on current merchandise spread and sales data.

Procure is a high volume retail store. We require depth of at least 3 items in each SKU and ask for restocks within 1-2 weeks of a restock request. One offs and handmade items are allowed on a case by case basis.

We ask that you avoid pulling your product out of the store. If you need to, please request a product pull over email with a minimum of 48 hours for processing.

PRODUCTS WE SELL

The product categories we accept are apparel, accessories, baby/child, home, beauty and pantry foods. We select products and vendors that fit specific collections and themes that we are planning each season.

PRODUCTS WE CAN'T SELL

- Products that violate any copyright infringements or are a knock-off of another brand/artist/maker. We care deeply about protecting and encouraging a safe and fair creator community.
- Products that are old/expired if they are food/beauty items. We only accept freshly made inventory for anything with an expiration.
- Are part of a multi-level-marketing company
- Products that promote hate or violence
- Products related to or displaying weapons, are vulgar or have explicit adult themes

DISPLAY & MERCHANDISING

PRODUCT PRICE TAGGING

We tag all of your products so you don't have to!

DISPLAY FIXTURES & SIGNAGE

We provide display fixtures and some signage frames but you're welcome to check with our team if you have some you'd like to use!

Partners are encouraged to provide signage up to 5x7 inches to highlight your brand story, and products.

PRODUCT PRICE TAGGING

Procure holds the right to accept or remove product in the shop, as well as full control over where and how products are merchandised. Our goal is to maximize the sales of every one of our brand partners and we base our product spread and merchandising decisions on sales and trends data.

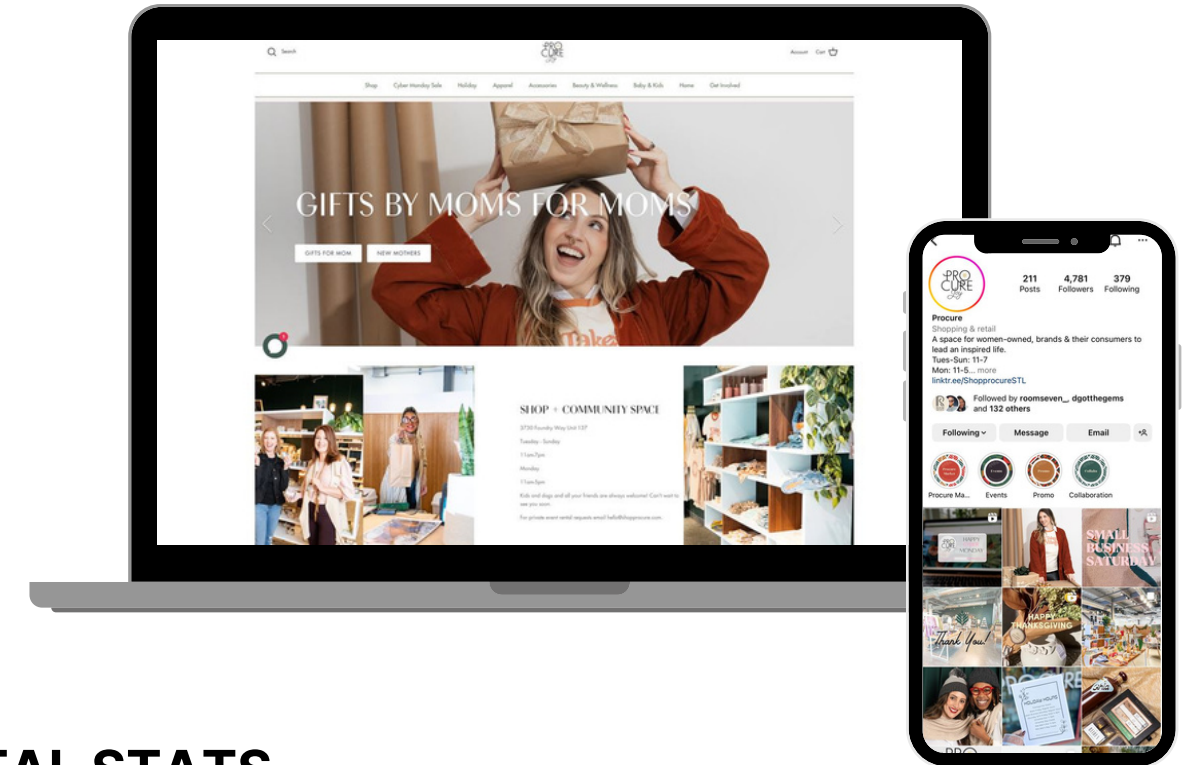
If at any time you have a concern or request, please do not place that concern with a sales associate. We ask that it is emailed to store management. Our commitment to you is a partnership, and we are always here for your feedback and recommendations.

BRAND PARTNER TIPS

5 TIPS TO MAXIMIZE OUR PARTNERSHIP

1. Having professional looking, branded packaging with clear messaging/selling points is so important when selling your products through a retailer (especially for beauty & food products)
2. Give us additional signage and business cards to brand yourself in the shop. If you have photos of your product being used (especially for fashion) displaying those can help sell the products in-store
3. Promote on your social media and other marketing that your products are available in our shop!
4. Stop by the shop to see how your products are displayed and partner with the store team to share ideas about how to display
5. Chat with the store team about how your products are selling, what customers are saying, etc. We're here to give you insight!

OUR AUDIENCE



STORE & WEBSITE TRAFFIC

Strategically located at the new and popular City Foundry STL venue, we receive an average of 250 visitors a day to our store and 450 visitors a week to our newly launched website.

MARKETING

The Procure Shop is run by The Women's Creative, and lucky for you, we're a team of marketers with a proven track record of building audiences and activating brands! We utilize multiple email lists and social media channels to promote YOUR BRAND and the shop as well as strategic paid advertising.

DIGITAL STATS



1,000+ email subscribers



4,800+ followers



20+ followers (we new yall-follow us!)



100+ followers

*While these stats are all for our Procure Shop email and social media accounts, we often also promote the Procure Shop through The Women's Creative accounts which have thousands of additional followers and subscribers.

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APPLY & CONNECT

To apply, just fill out [this short questionnaire](#) and we'll be in touch!

If you have any questions please don't hesitate to reach out to us at hello@shopprocure.com



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