



ALICE KATHLEEN
& COMPANY

Welcome to Alice Kathleen!

We thank you for bringing Alice Kathleen to your friends and family. Here, we hope you'll find all the information you will need to be the perfect hostess! Please review this information thoroughly. Have fun and enjoy your show!

As an Alice Kathleen Hostess, you will receive a trunk of precious clothes to show at a party at your home. Each trunk includes sample pieces of the entire new collection. You will display the trunk sample pieces in your home to take orders for custom clothing. Based on your sales, you will receive hostess credits to use to custom create and purchase clothing. As a hostess, you will also receive one free shipping on an order for this season.

Refer to our [Hostess Resource Documents](#) and review this information prior to hosting your show:

Responsibilities of a Hostess

- **Your trunk will arrive via UPS.** Please make arrangements to be home or have someone available to secure your trunk on the day of its arrival.
- You will need to print a UPS LABEL that will be emailed to you to tape onto the top of the trunk prior to its departure.
- Invite friends, family, and anyone else you would like, to attend your show. Your trunk is available for showing on Thursday/Friday/Saturday and Sunday. We recommend hosting your show over three days, but a minimum of two days is required. We find that hostesses have better shows when there are a few time & date opportunities to select from. We also ask that you show a minimum of 4 hours at a time, for example 10 am – 2pm.
- When the trunk arrives, we ask that you review the clothes to become knowledgeable about the collection prior to your show. If you have any questions or are unclear about anything, contact Alice Kathleen and we will gladly assist you.
- You will set up and present the clothing at your home. Each article of clothing comes to you on a wood hanger and pieces are bundled and sleeved in plastic bags.
- We ask that you take special care of the clothing. Clothing should be in a **smoke free environment at all times**. Each trunk will visit many parties and we want the pieces to look as great at the last party as they do at the first.

- As a hostess, you will enter all customer orders directly online at alicekathleen.com to **secure inventory and complete the order**. All orders must be entered by the **Wednesday after your show**. Refer to [Hostess Resources](#) on our website for detailed instructions.

Trunk Show Set Up

- Your trunk is full of spectacular pieces presented on beautiful wood hangers ready to be displayed. With shipping, some garments may require a quick steam or light ironing before your show.
- Use your imagination to display the clothes in a manner that shows them off well! Use clothing racks or a simple clothesline to hang garments and display a full front view. You can purchase inexpensive clothesline at stores like Wal-Mart or Target. Pieces draped on a sofa or chair do not show as well, so please try to hang. Your sales will greatly benefit from a fantastic display.
- Ready, Set, Show...and SHARE! Use the marketing materials provided under [Hostess Resource Documents](#) for text messaging, email, and to promote your show on social media. Use Instagram, Snapchat, and create a Facebook Event to invite friends and share your show details. Don't forget to tag us with your party pics on Facebook and Instagram!

Trunk Clothing Samples

We are pleased to offer you and your customers a chance for savings on the trunk clothes! Here is how customers can save...

- Each individual, be it a Hostess, or a customer can purchase samples online that are currently traveling within the trunks. These trunk pieces are at a 20% discount and will become yours once the trunk shows are over for the season. If sample items are the only items on an order, those items will be shipped out immediately after all of the trunks have traveled and have returned to us.
- Please note the price of each sample piece online has been reduced by 20%. Standard shipping and taxes apply to the discounted sample price. Hostess incentives apply to the sample price of the item(s).

Entering Orders and Show Completion

- As a hostess, **you will enter all customer orders directly online at alicekathleen.com to secure inventory and process the order**, all orders must be entered by the **Wednesday after your show**. Use the order form included in your trunk to take customer orders during the show. This worksheet is your record of orders in case your customer contacts you with

questions. ****NOTE: PLEASE KEEP AND DO NOT MAIL BACK TO ALICE KATHLEEN.**
Each customer will receive an email confirmation for each order you place. Detailed directions for taking orders and entering online are available under resource documents: <https://www.alicekathleen.com/pages/hostess-resources>

- You must complete a Hostess Tally Form and/or a consultant Tally Form upon completion of your show(s) using the Excel form. This summary of all orders is used to determine your incentive amount. Email your completed form to: Glynes@alicekathleen.com within (3) days of your show ending. Once received, Glynes will email you a code to use when placing your personal order to apply your earned hostess credit.
- If your trunk box is in poor shape, please let us know when it arrives to you and we will have a new box sent. As you pack the trunk, please make sure to account for ALL pieces to make sure that the next hostess has all samples for the season. If showing another line at the same time as Alice Kathleen, be extremely careful not to mix other clothing lines in the trunk.
- Refer to the Trunk Departure information under [Hostess Resources](#) for step-by-step instructions on how to repack your trunk to have it ready for pick-up on your scheduled day.

Shipping Time frame and Collection Availability

Alice Kathleen will have all inventory for our new collection in stock and ready to ship for trunk show orders. This excludes any sample pieces purchased.

Please note, as the hostess, you must enter the order online to secure inventory / complete the order and avoid any unnecessary delay in shipping. Any item that does not show stock to order online is not available for purchase. Any size(s) and/or pieces that display as 'sold out' will not be restocked.

Hostess Incentives:

- For total sales of \$500.01+, you will receive 15% of the subtotal for show sales to be used toward your personal clothing order and free shipping on one (1) order.
- For total sales of \$0-\$500.00, you will receive 30% off one (1) garment and free shipping on one (1) order.
- Multiple hostesses will split the 15% show subtotal hostess credit as they choose and receive free shipping on one (1) order.

Additional Hostess Information:

- Your trunk will arrive to you on a Wednesday; occasionally you may receive it on Tuesday depending on where the trunk is coming from and your location. UPS often delivers during

late afternoon hours and may deliver up to 8:00 PM. If you do not receive your trunk on your scheduled Wednesday, please notify us immediately. UPS has a great track record but we have "lost" trunks in route before. We ask that you be understanding and flexible if this happens- let's all keep our fingers crossed!

- Hostesses do not count their personal order toward their show credit total.
- Hostesses may only use earned credit during the current season. No credits roll into the next season. If credits are left over after the hostess' personal order is placed, the hostess may choose to receive a check for half cash of remaining balance.
- When a customer pays cash, you will need to write a personal check for this customer noting the customer's name in the memo section of the check. Each customer order will need a separate check written if multiple customers pay with cash.
- There are no returns on sample items, other than by garment defect on Alice Kathleen's part. Sample items have traveled and may not be 100% perfect condition upon arrival to customers.
- If there is more than one hostess in a particular city/town/area, the hostess with the highest show sales from the previous season will receive first choice of show dates.
- Hostesses are responsible for shipping cost of \$100 to ship the trunk to them for their show, if the total show sales are less than \$500. Alice Kathleen requires a current Credit Card on file at the beginning of each season, in order to charge card if needed.
- Show sales earning \$0 will be assessed a \$150 charge in addition to the \$100 charge for shipping the trunk.
- Tax is only applicable if the customer resides in the state of Louisiana.
- Alice Kathleen expects all guidelines to be followed and has the right to forfeit your incentives for non-compliance.

Hostess Helpful Hints, Tips, and Reminders: ...in no certain order!

- Remember you must sign for your trunk, so please be aware of this and be on the lookout for your trunks arrival. It will no longer be left via UPS without a signature.
- Items with a Hang Tag that has a Pink Sticker, indicates this particular style and fabric is limited. So, please do not delay in ordering -- as availability of these items will go quickly.
- Applique Tee Shirts will shrink slightly if they are put in the dryer. Try on for best fit and we suggest ordering up a size if planning to dry in the dryer.

- Encourage your friends to visit alicekathleen.com prior to attending your show. Previewing the collection online will make shopping easier and quicker.
- Customers can also place orders online throughout the season. You can receive hostess credit for these orders as well. To receive credit, the customer must enter your full name in discount area at check out for you to receive credit for their order. If they don't include your name, you will not be able to receive credit on their purchase.
- Try to leave all of the clothes on the wood hangers they come on. The clothing displays much better on the hangers.
- Some hostesses like to place balloons in their front yard to help customers locate your show.
- Sip & See! It is a nice gesture to have a cold drink available for your guests and a light snack for those long shoppers. Slice & bake chocolate chip cookies make the house smell good and little ones will be happy while mom shops!

If you have any questions or concerns at any point before, during or after your party please do not hesitate to email, call or text (quickest way to communicate) Glynes or Mollie.

Contact: Glynes
225.610.5194 cell/text
glynes@alicekathleen.com

Contact: Mollie
225.405.3588 cell/text
mollie@alicekathleen.com

Thank you for hosting an Alice Kathleen trunk show. Open your doors and have fun! We hope your show is a huge success!