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ADJACENT STUDIES

Challenge.

With consumer behaviour significantly altered, economical inflations on the horizon, and serious concerns around issues such as sustainability and diversity; brands will face challenges new and old as they continue to grow.

When a brand reaches a point where it wants to increase its impact, it faces a crucial decision: Should it expand into new markets?

Solution.

Our focus starts and ends with community. We believe that solid partnership maintained through shared belief can achieve anything. Through community, we can achieve better production, sharper logistics, and efficient brand strategy that ultimately lead to better conversions.

01

INTRO DUCTION

HELLO, WE ARE ADJACENT STUDIES. NICE TO MEET YOU.

Based in our core wholesale business, Adjacent Studies provides a full range of services linked to the fashion industry across the commercial and operational side.

Adjacent Studies is a sales agency established in New York City, New York in 2020.

Currently, we are based in the Netherlands.

We share brands we love =)



OUR PRINCIPALS

It isn't necessarily about luxury, minimalist, contemporary, or street wear; it's about quality designs, efficient production, and precise delivery.

We look to partner with brands that define the goals and morals of the fashion industry we believe can be sustainable. This philosophy was cultivated from the idea that good products sell themselves.



THINK

When communities are continually developing, the community members themselves progress as well.

CREATE

Fluid creativity exists within communities with strong sense of belonging. Everyone is creative when we are welcomed.

PERFORM

Deliberate actions are the key to long-term success. Great ideas are created on purpose, not by chance.

OPTIMIZE

Introspective learning helps strengthen weak areas while celebrating victories.

02

ACCOUNT ACTIVATION

Introduce your brand to new territories on your terms.

Understanding the landscape through real time translation allows brands to form long-term relationships with like-minded vendors.

- Showroom in the Netherlands
- Sales Service
(field sales, seasonal, after-sales)



SCHEDULE

Adjacent Studies - 2024/2025 Trade Show schedule.

[illegible]

03

BRAND STRATEGY

**“COMMUNITY ADDS VALUE FASTER
THAN IT ADDS COST”**

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CHALLENGE

A well-loved brand with a strong local audience has started to plateau.

Sales have been stagnating and brand growth has all but halted.

The Reason? They weren't diversifying their revenue streams and appealing to the global market.

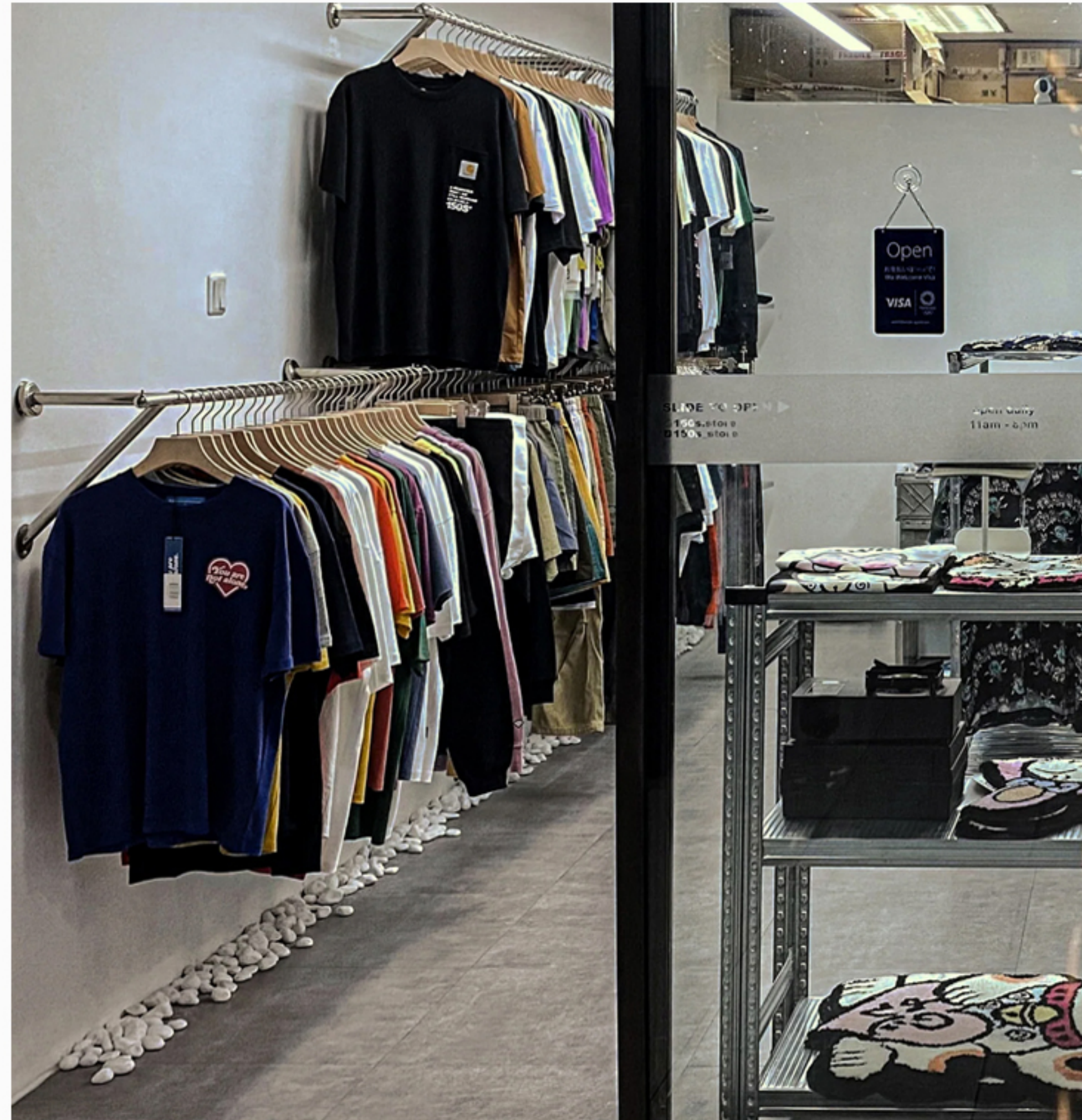
SOLUTION

The value of visibility and WOM (word of mouth) referrals are extremely crucial for brand's expansion in today's digital industry.

Localized strategies allow brands to effectively translate their products without wasting funds and time.

- Localized Marketing Resources (Print & Digital Assets)
- Partnership with Local Creative Agency
- Pop-Up Retail
- Trade Shows & Markets
- Cross Brand Collaborations

Brands can expect success when they understand how and when to introduce new products, in real time.

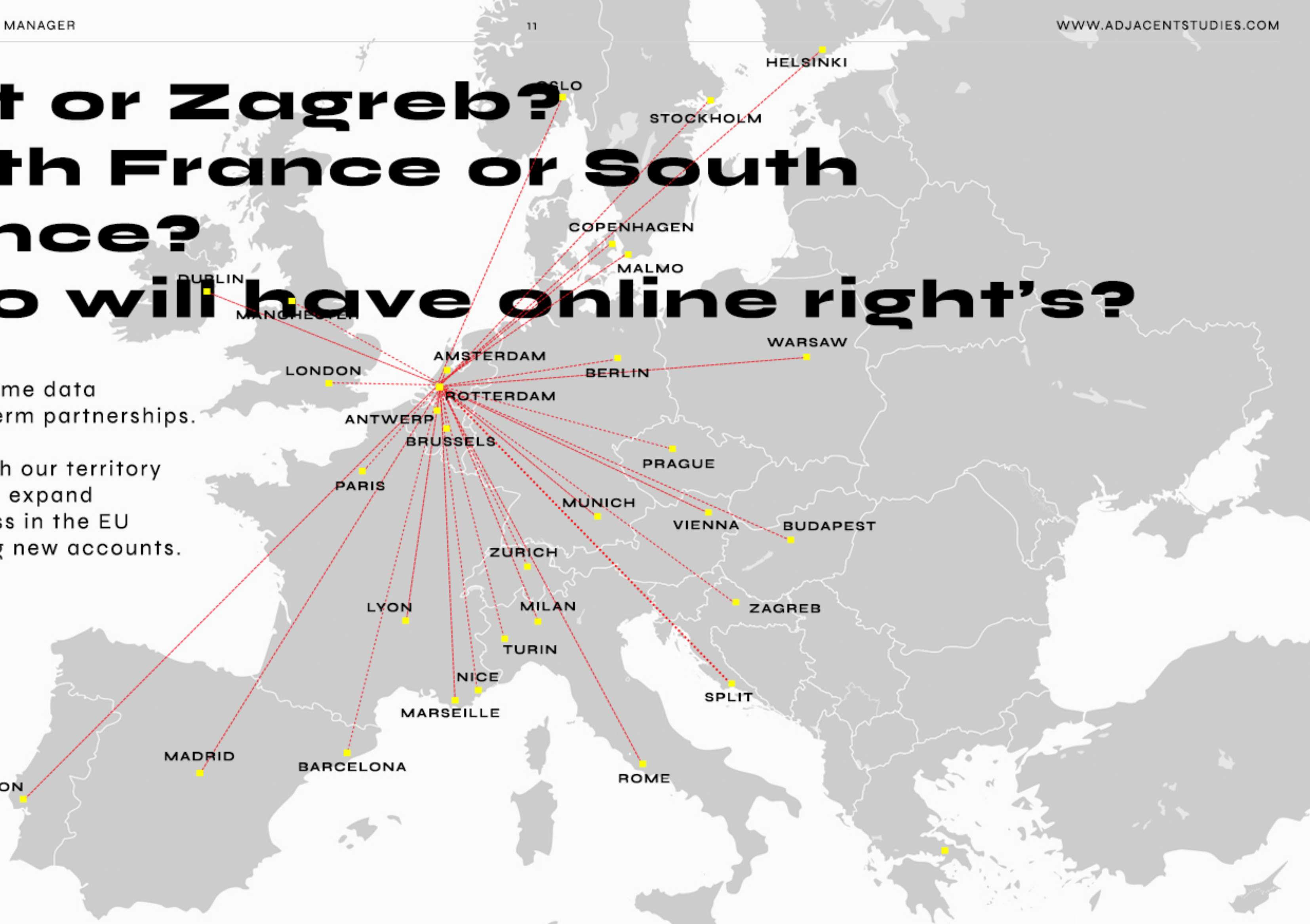


Split or Zagreb? North France or South France? Who will have online right's?

Leverage real time data
to make long-term partnerships.

Collaborate with our territory
management to expand
existing business in the EU
while activating new accounts.

We map out
strategically
crafted
territory plans
that match the
brand's goals
and
infrastructure.



The foundation to sustainable growth starts with your distribution infrastructure. Whether you have your logistics under control or completely new to the wholesale model.

We can help you plan, coordinate, or fully manage your distribution of products in the EU.

- Account Management
- Importing Goods
- Warehousing
- Fulfillment
- Inventory Relocation
- Inventory Solutions
(Full and Cycle Counts)



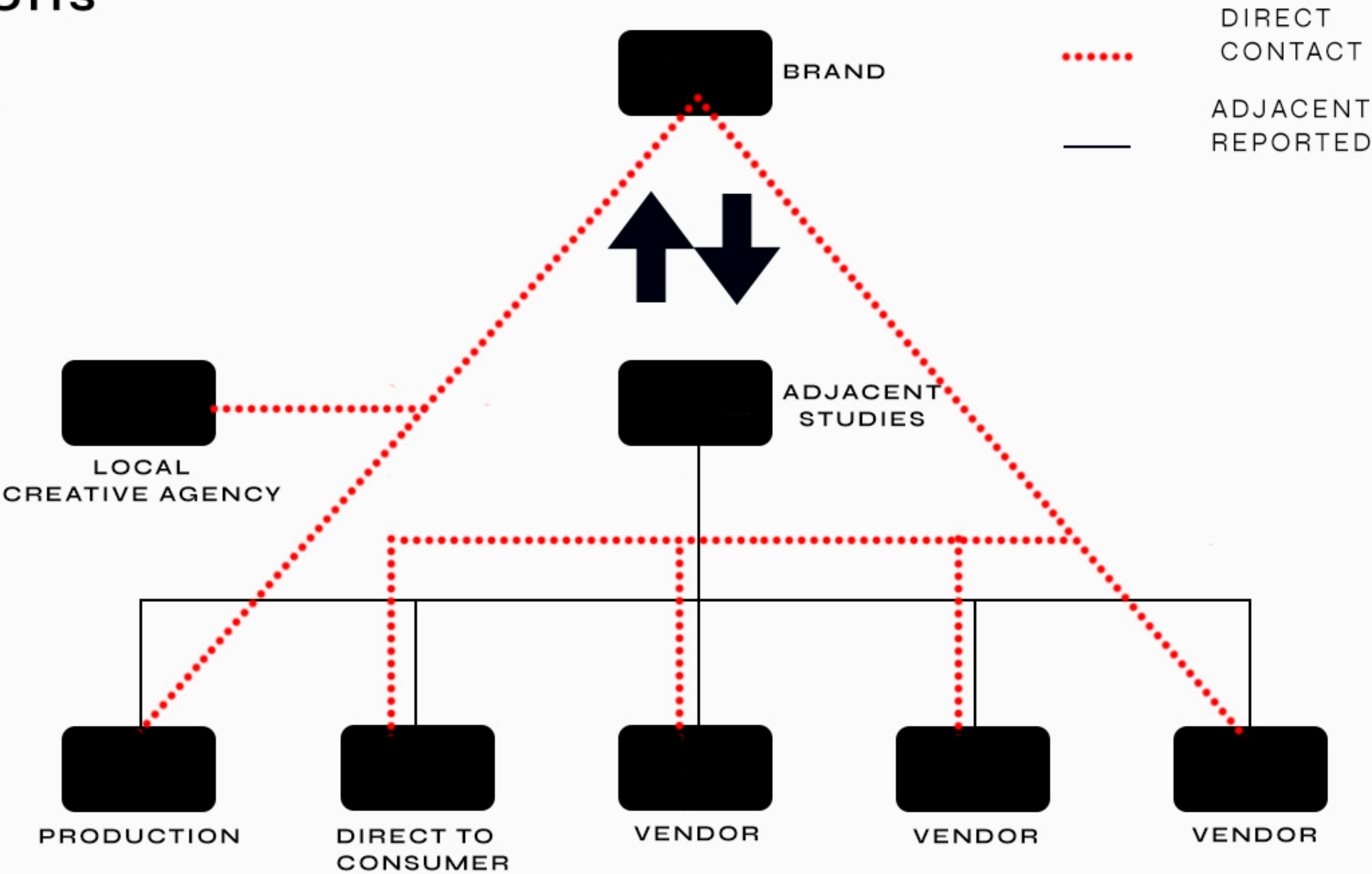
**“Saying hello doesn't have an ROI.
It's about building relationships”**

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Building strong account relations is not a one-approach-fits-all kind of game.

It must be tailored based in shared interest.

This involves understanding your account's customers, their preferences, and how your accounts like to curate.



04

PRO DUCTION

**“EVERYTHING BEGINS WITH
ANY IDEA”**

- ADJACENT STUDIES

YOUR JUST ONE MANUFACTURER AWAY FROM REACHING YOUR BRAND'S POTENTIAL.

Concept to commerce? Access our trusted production network of vetted manufacturers and jobbers for the right supplier.

Great ideas should translate to great products.



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LET'S CONNECT!