

U.S. WHOLESALE EXPANSION PROGRAM FOR SPANISH FASHION BRANDS

A STRATEGIC INITIATIVE BY FNAD IN COLLABORATION WITH ICEX & TCSNY

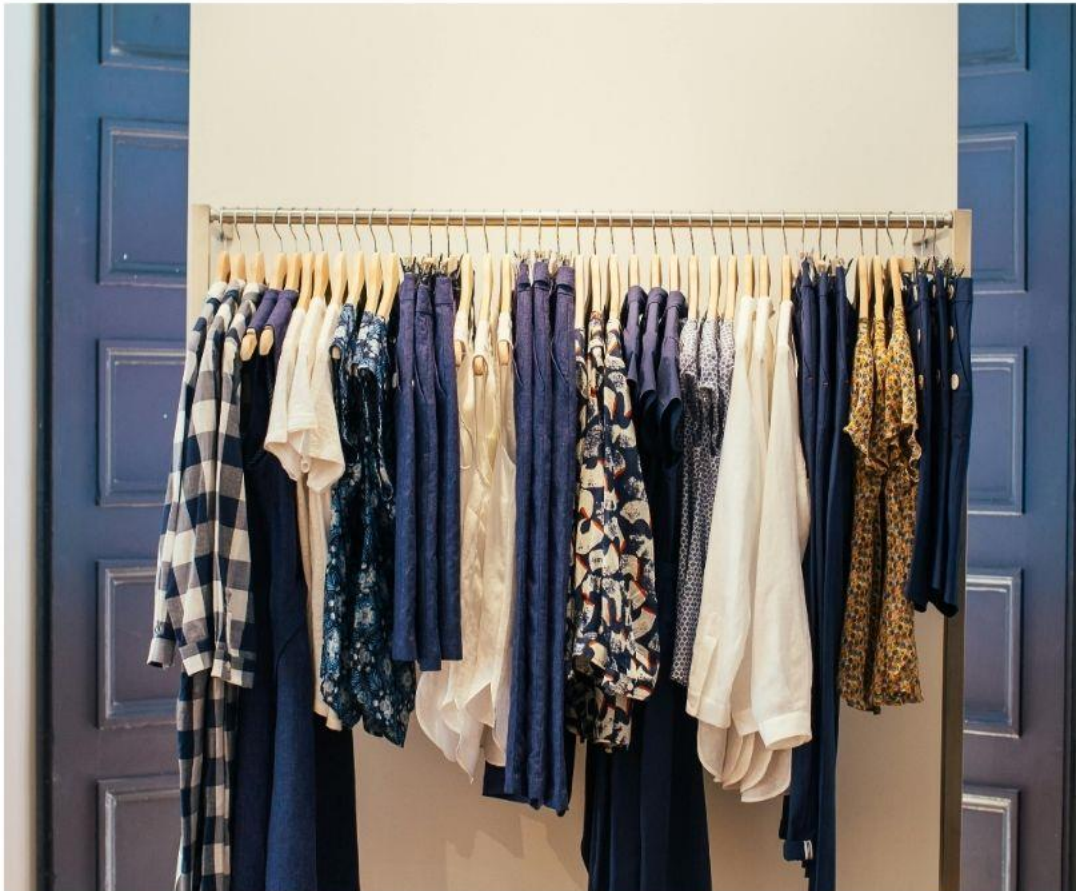
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WELCOME TO THE U.S. WHOLESALE EXPANSION PROGRAM

This tailored program equips Spanish fashion brands with the knowledge, strategy, and connections needed for a successful U.S. wholesale expansion.

Our **wholesale partner search service** is what makes this initiative a **high-return investment for brands**.

WHY JOIN THE PROGRAM?

- **30+ Years of Experience** – Learn from professionals specialized in U.S. wholesale expansion.

- **Wholesale Partner Search** – AI-enhanced matchmaking with pre-vetted agents and buyers.

- **Success Stories** – Brands in our program have landed U.S. representation in just a few months.

- **Tailored Mentorship** – One-on-one support to refine brand positioning and expansion strategy.

- **Global Wholesale Network** – Tap into our exclusive network of 10,000+ wholesale partners.

- **Actionable Feedback** – Get expert insights on your collection from our team and trusted wholesale partners.

PROGRAM STRUCTURE

4/5-MONTH STRUCTURED PROGRAM COMBINING EDUCATION, MENTORSHIP, AND WHOLESALE PLACEMENT

1

Group Training Sessions – Expert-led virtual workshops covering key industry topics

2

One-on-One Mentorship – Personalized sessions to refine brand strategy

3

Wholesale Partner Search and Introductions – The biggest added value of this program!



KEY TOPICS COVERED

- **Market Entry Strategies** – Understanding U.S. wholesale dynamics
- **Brand Positioning** – Adapting branding & messaging for U.S. buyers
- **Logistics & Pricing** – Optimizing operations for wholesale success
- **Trade Show Preparation** – Maximizing exposure at major U.S. fashion fairs
- **Negotiation & Contracts** – Securing favorable agreements with wholesale partners

1. GROUP SESSIONS (VIRTUAL)

LED BY INDUSTRY EXPERTS, THESE SESSIONS PROVIDE ESSENTIAL KNOWLEDGE ON

**Strategic Market Entry & U.S.
Consumer Behavior**

**Logistics, pricing & supply chain
optimization**

**Branding & Marketing for U.S.
Success**

**Trade Show Strategy & Maximizing
Buyer Engagement**

2.ONE-ON-ONE MENTORSHIP (TAILORED SUPPORT)

EACH BRAND RECEIVES **CUSTOMIZED GUIDANCE** BASED ON THEIR EXPANSION NEEDS

Wholesale Readiness Assessment –

Evaluating brand strengths & positioning

Wholesale Strategy & Pricing Optimization

– Ensuring competitive market entry

Negotiation & Long-Term Wholesale Planning –

Structuring contracts for success

3. WHOLESALE PARTNER SEARCH



- **AI-Powered Matchmaking** – Data-driven partner sourcing
- **Pre-Vetted U.S. Wholesale Contacts** – Over 10,000 industry connections
- **Negotiation & Mediation Support** – Ensuring smooth brand-agent partnerships
- **Market Alignment & Ongoing Guidance** – Securing long-term wholesale success

MOST BRANDS STRUGGLE FOR YEARS TO FIND THE RIGHT WHOLESALE PARTNERS. FNAD MAKES IT HAPPEN IN MONTHS.

PROGRAM TIMELINE

MONTH 1

One-on-One Strategy
Consultations

MONTH 3-5



Program Kickoff +
Group Training
Sessions

MONTH 2

Wholesale Partner
Search & Negotiations



SUCCESS STORIES & ADDED VALUE

- **Guest Expert Sessions** – Insights from industry leaders
- **Brand Testimonials** – Hear from brands that successfully entered the U.S. market
- **Comprehensive Final Report** – Impact assessment & strategic recommendations



JOIN US & EXPAND YOUR BRAND!

UNLOCK YOUR U.S. WHOLESALE POTENTIAL

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