



THE DESSY GROUP

SHOPIFY PARTNER STORES

Grow Your Bridal Boutique's Online Profits

Get your own turnkey online store powered by The Dessy Group & Shopify

“ Since 1939, we've made bridesmaids dresses our business, and we know what works. ”

—
Alan Dessy
CEO, The Dessy Group

Millions of today's brides and bridesmaids are buying online. Is your bridal boutique e-commerce ready?

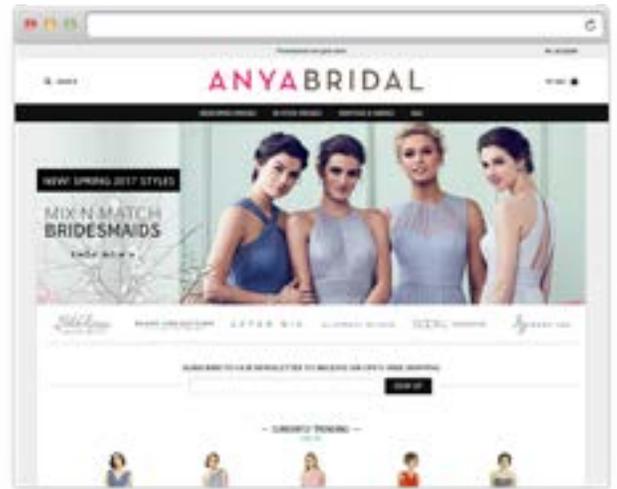
Between massively popular online retailers like Nordstrom, BHLDN, WeddingtonWay, and Brideside, the modern bride is spending hours of time online pinning, planning, posting and purchasing. Busy bridesmaids deserve the same level of service and selection. If your bridal shop isn't maintaining a solid e-commerce presence for bridesmaids, you're missing out on an untold amount of opportunities, whether it be single purchases or regular traffic to your site.

The Dessy Group knows this is easier said than done. Since 1939, we've made bridesmaids dresses our business, and we know what works. Getting an online storefront up and running is time consuming and requires constant attention, which is something many shop owners simply can't fit into a busy schedule. So we came up with a solution: The Dessy Group Shopify Partner Stores program, where we do the work and offer a turnkey solution that lets you immediately start seeing those e-commerce profits you've been missing.

How It Works

Elegance in simplicity: Your Dessy Partner Store will provide your business with a custom online storefront branded with your company's logo, contact and about information. That storefront offers over 100,000 product SKUs with brands including The Dessy Collection, Alfred Sung, After Six, Jenny Packham and more, giving your customers immediate access to the complete Dessy catalog where they can browse and purchase exactly what they need, online and hassle-free. The Dessy Group takes care of everything else.

Yes, we do mean everything else.



Unparalleled Service

Your customers enjoy our complete catalog in a dynamic online product feed that's easy to use and features everything they need, including bridesmaid dresses and free swatches. Reorder styles and in-stock styles will be included, and we'll provide customer service pre and post-sale, looping you in only when needed. The only thing you need to worry about is providing your local customers the style consultation and fitting services you already offer. We handle the rest.



Smooth Operation

Setup and operation are super simple: your online store will be a clone of Dessy.com and will be built using our exclusive e-commerce framework operated on the Shopify platform. That's all there is to it! The catalog is easy to navigate and all orders will be processed by The Dessy Group using Shopify's payment processor. The Dessy Group collects all funds, including shipping and taxes, and drop ships orders directly to the end-customer. You and the customer both will receive tracking information upon shipment. Every online storefront features back-end reporting for the retailer so you can check order status and never miss a thing.



Start Earning Quickly

Start seeing profits within the quarter. You'll receive a percentage of each sale via quarterly payments and a 1099 will be issued at the end of the sales year. Retailers will receive 36% of the net sale after taxes and shipping. Once you're up and running online, you'll wonder why you didn't set up this additional revenue stream sooner.



Marketing

The Dessy Group Shopify Partner Stores program supports your online marketing efforts through more than just your digital storefront. You'll also have an email marketing account for every partner store, and the subscriber list will be culled from an optional 15% off coupon offer keyed to your business with a unique code. Automated emails will distribute coupon codes, as well as confirm orders and shipments. Did your customer leave items in their cart? The system will send reminders, as well.

Rest assured that the pricing in your partner store will be competitive to any other online retailer carrying The Dessy Group catalog of products, guaranteed!



Get Started

Ready to get started? So are we! Here are our current program tiers and costs. Sales volume is based on your stores account activity with The Dessy Group.

- Tier 1** New accounts (no history with The Dessy Group)
\$750 setup fee + hosting for \$35/mo (billed at setup & each year)
- Tier 2** Accounts with combined annual sales volume under \$10,000
\$750 store setup fee + hosting for \$35/mo (billed at setup & each year)
- Tier 3** Accounts with combined annual sales volume above \$10,000
\$750 store setup fee + monthly hosting fee waived
- Tier 4** Accounts with combined annual sales volume above \$20,000
store setup fee + monthly hosting fee waived

Payout Example of a dress with a \$210 MSRP

MSRP \$210.00

Discount \$31.50

Selling Price \$178.50

Cost \$100.00

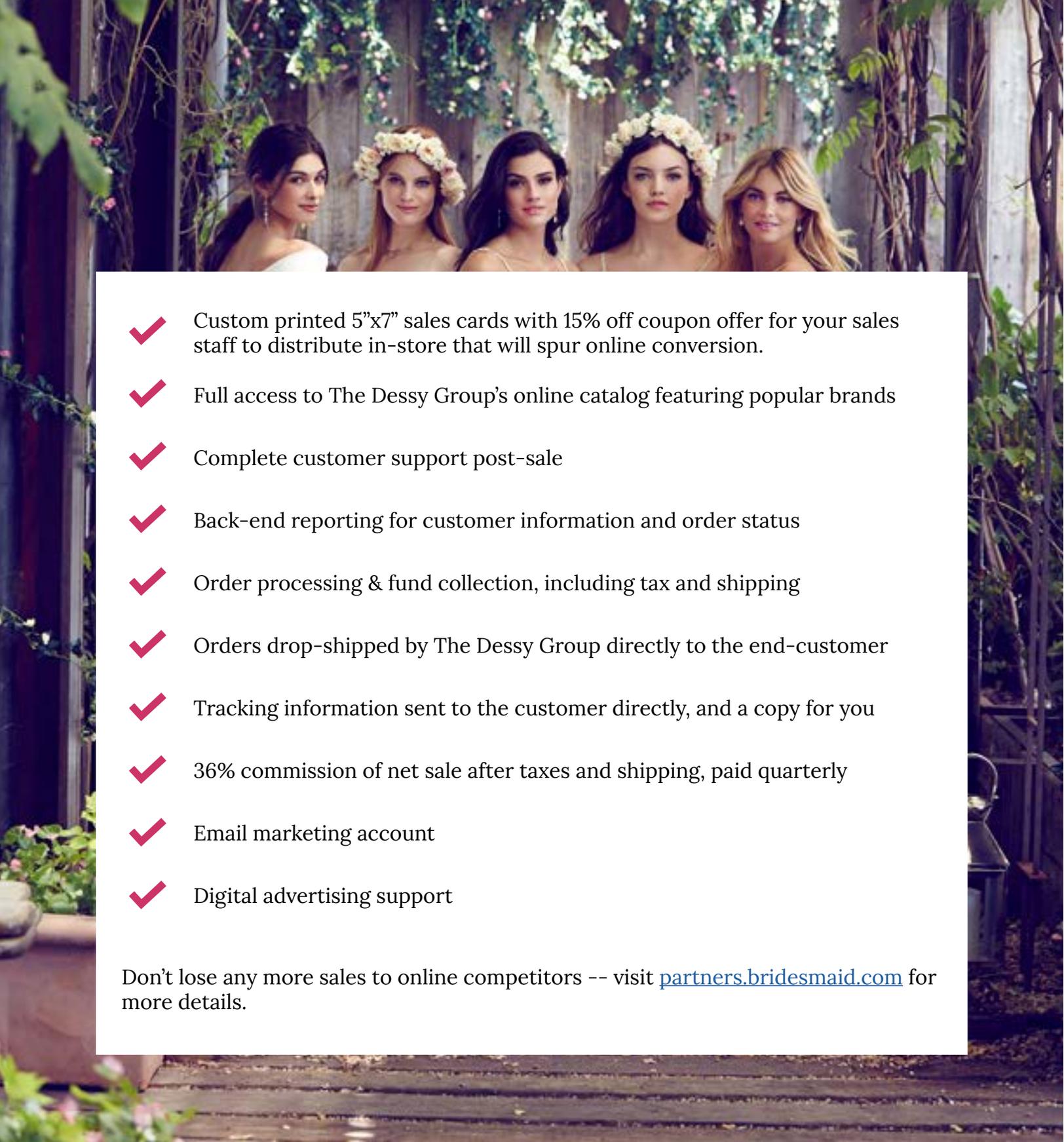
Shopify Fee \$10.00

Credit Card Fee \$5.00

Commission \$63.50 (36%)

Summary

Here's what you get with The Dessy Group Shopify Partner Stores program:

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- A photograph of five women in wedding attire standing in a garden. They are wearing white dresses and floral crowns. The background is a lush garden with green foliage and white flowers.
- ✓ Custom printed 5"x7" sales cards with 15% off coupon offer for your sales staff to distribute in-store that will spur online conversion.
 - ✓ Full access to The Dessy Group's online catalog featuring popular brands
 - ✓ Complete customer support post-sale
 - ✓ Back-end reporting for customer information and order status
 - ✓ Order processing & fund collection, including tax and shipping
 - ✓ Orders drop-shipped by The Dessy Group directly to the end-customer
 - ✓ Tracking information sent to the customer directly, and a copy for you
 - ✓ 36% commission of net sale after taxes and shipping, paid quarterly
 - ✓ Email marketing account
 - ✓ Digital advertising support

Don't lose any more sales to online competitors -- visit partners.bridesmaid.com for more details.