

Evolving to Changing Behaviors & Trends

Holiday Buying Insights from Online Marketplace, Faire

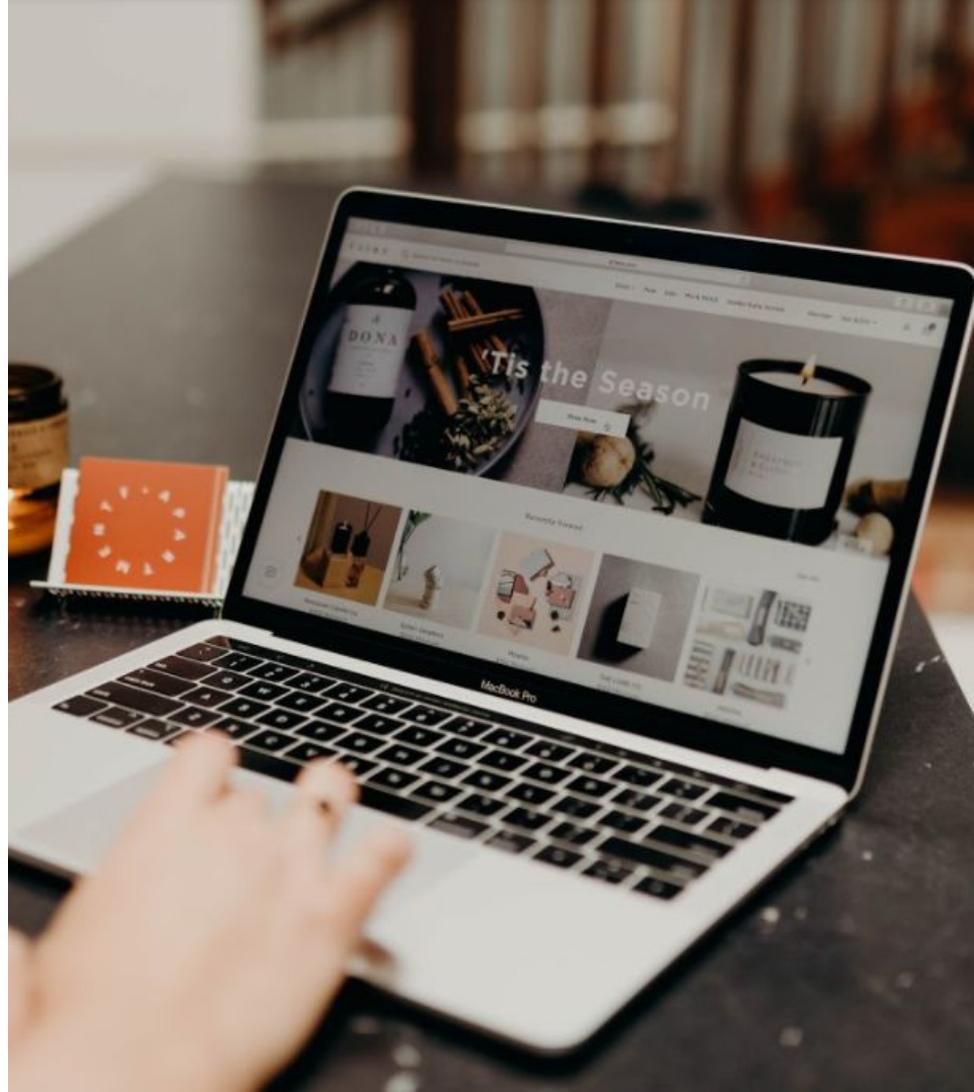


Introducing Faire

Faire is a wholesale marketplace taking a data-driven approach to connect 100,000 local, independent retailers with thousands of brands.

Our simple, digital approach to wholesale lets retailers try-before-they buy, and our straight forward financial terms eliminates inventory risk and provides access to capital.

For brands, our platform provides powerful sales, marketing, and analytics tools, so sellers can simplify their business and focus on making great products.



Agenda

Virtual market insights

Buying & selling trends

Faire product highlights

What's next



Virtual Market Insights

Faire Summer Market

faire 
summer
market

AUGUST 26-27, 2020

A 2-day online
trade show event,
with deals over 20% off

RSVP TODAY

RSVP before Aug 20 to be entered to win \$1,000 during the event!
Terms and conditions apply. [See Here](#)



01 Promotion matching

Offering as a gesture of support during what was a challenging show season.

02 2-day livestreaming program

Featuring interactive and engaging brand livestreams with live chat from viewing retailers.

03 Retailer giveaway

\$10K retailer giveaway, we saw over 11K buyers ordering at the event.

Faire is doubling all market specials

From gifts and apparel to food and home goods, explore seasonal trends and snag the best deals from thousands of emerging and established brands.



Tune in to exclusive livestream events

Watch interactive livestreams from select brands, right on Faire.com. Be the first to see new products, ask questions, and connect with the brands—in real time.

[View Lineup](#) →

Connect with thousands of brands, all in one place

Discover new lines and build brand relationships, with the everyday Faire benefits of net 60 terms and free returns on all opening orders.

[View All Brands](#) →



Faire Summer Market by the numbers

faire 
summer
market



46,000
orders

placed during the event

The average retailer
purchased from

3-4
brands



Retailers saved
\$2.4 million

with brand promotions
and Faire promotion matching



Over 26,000

new relationships made
between brands and retailers

Faire Summer Market by the numbers

The most purchased brand value tags were:



Women Owned



Handmade



Made in USA

faire 
summer
market



Some of the top search queries were:

Candles

Christmas

Fall Decor

Halloween

Face Mask

The most purchased product categories:



Kitchen & Home
Cheeseboards



Accessories
Handbags & Backpacks



Apparel
Alpaca Socks

The most purchased product types:



Candles
Spiked Cider



Blankets & Pillows
Alpaca Throw



Drinkware
Coasters

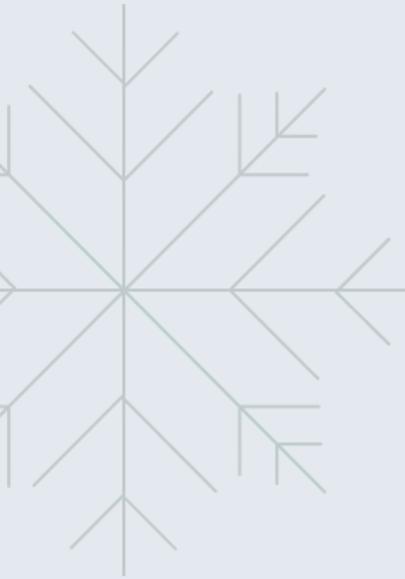
Alternative opportunities for trade shows

89%

Of participating **brands** see virtual markets as a viable alternative to in-person trade shows.

91%

Of participating **retailers** see virtual markets as a viable alternative to in-person trade shows.



Future markets

Faire Winter Market

Winter 2021

Stay tuned.

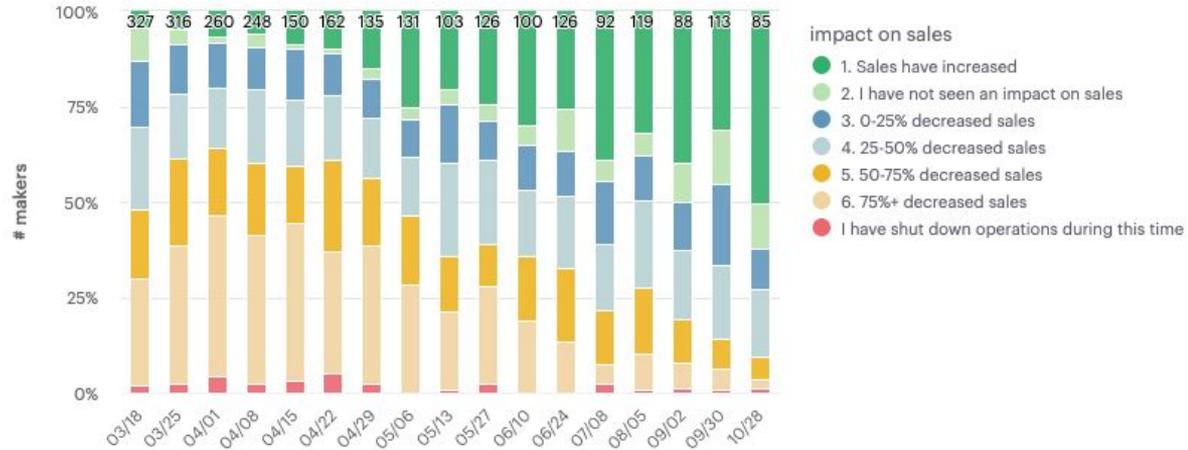


Buying & Selling Trends

Brand Survey Data

- Nearly half are running promotions
- 33% are reducing ordering materials
- 27% are adjusting their product assortment
- 66% are cancelling business travel
- 35% are decreasing marketing spend

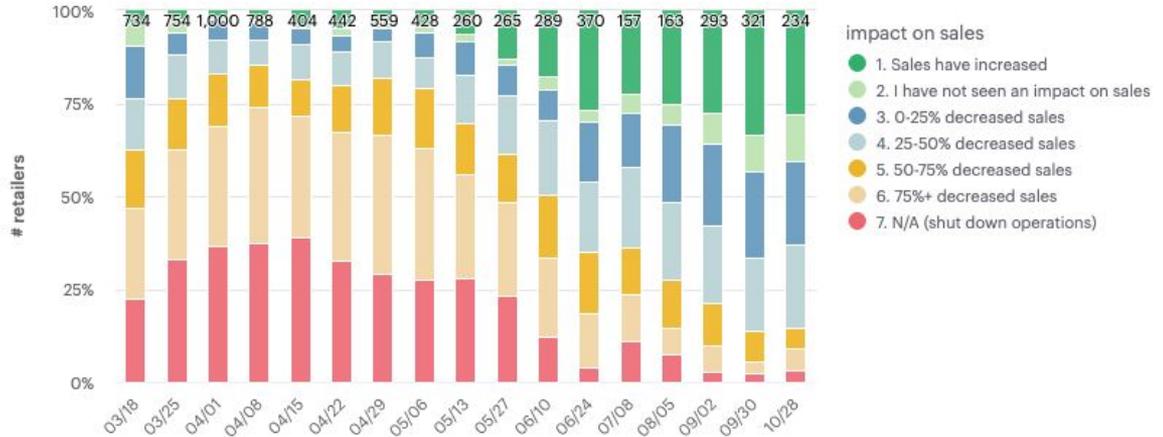
[Brand] Have you seen an impact on sales in the past month?



Retailer Survey Data

- 64% are offering curbside pickup, 7% BOPIS
- 32% are offering personal shopping appointments
- 39% running promotions, 22% free shipping
- 76% are social distancing customers, 53% cancelling business travel
- 62% investing in online, 19% of customers shopping online

[Retailer] Have you seen an impact on sales in the past month?



Holiday Timeline Survey Data

- Retailers are purchasing earlier than in years past to prepare for shipping delays
- Over 50% reported that they'll also continue purchasing later than in 2019
- Retailers are making smaller orders, more often to evolve quickly to changing trends
- 43% predict they will be busiest from mid-Nov to mid-Dec, earlier than in years past



Holiday Buying Trends

→ **Cozy gifts for fall & winter:** candles, throw blankets, socks,



→ **Decorative gifts for hosting at home:** drinkware, seasonal decor, tablescapes



→ **Cheeky gifts to commemorate 2020:** holiday ornaments,

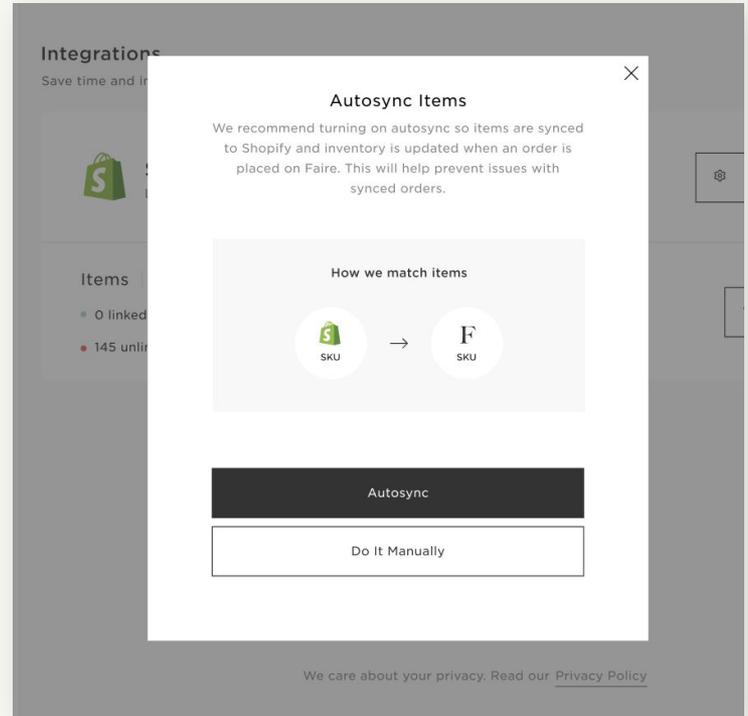


Faire Product Highlights

Simplify wholesale with Integrations

When Faire retailers integrate with their POS system, they can automatically update their shop inventory with the correct product information including sizing details, pricing and photos. It also helps them view previously purchased products that are running low so they can restock their bestsellers.

With our integrations, retailers can save on average, two hours per order so they can spend less time organizing, and more time selling their inventory.



Connect better with CRM improvements

Easily select customers to contact to initiate an email campaign with a single click. This flexible method of creating custom email audiences allows brands to send quick follow-ups or targeted campaigns based on specific customer criteria.

After sending through Faire, brands can view deliverability insights at a customer level within their campaign by simply hovering over the information icon on a given customer's email status.

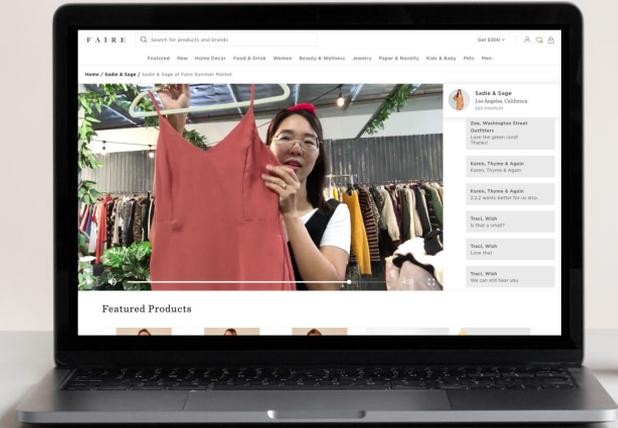
The screenshot displays a CRM interface with a list of customers. At the top, there are filters for 'All Contacts' (98), 'Never Contacted' (75), 'Contacted' (23), 'Signed Up' (85), 'Ordered' (69), and 'Big spenders' (10). Below the filters is a search bar labeled 'Search Customers' and a 'Filter By' dropdown menu. The main table has the following columns: Store Name, Relationship, Order Amount, Amount in Cart, and Last Ordered. The table contains 13 rows of customer data.

<input type="checkbox"/>	Store Name	Relationship	Order Amount	Amount in Cart	Last Ordered
<input type="checkbox"/>	Rare Device	Marketplace	-	\$145.00	-
<input type="checkbox"/>	Curate	Marketplace	\$865.50	\$131.00	Sep 23, 2020
<input type="checkbox"/>	white noise	Faire Direct	\$189.50	\$100.00	Sep 30, 2020
<input type="checkbox"/>	Bazinga	Marketplace	\$735.00	\$22.00	Feb 20, 2020
<input type="checkbox"/>	The Tradesman	Marketplace	\$100.00	-	Oct 13, 2020
<input type="checkbox"/>	Brody Is Back	Marketplace	\$40.50	-	Feb 7, 2020
<input type="checkbox"/>	white noise	Marketplace	\$320.00	-	Feb 28, 2020
<input type="checkbox"/>	art/craft	Marketplace	\$6,890.50	-	Oct 15, 2020
<input type="checkbox"/>	Tinseltown Christmas Empor...	Marketplace	\$121.00	-	Jun 25, 2020
<input type="checkbox"/>	Jo & Grey	Marketplace	-	-	-
<input type="checkbox"/>	Block Out The Sun	Not On Faire	-	-	-
<input type="checkbox"/>	Unplug and Go	Not On Faire	-	-	-

Enhance online buying with Livestreaming

Our livestreaming experience is built to emphasize interactivity, engagement, and reach, helping retailers and brands connect the way they would during a typical trade show.

Through livestreaming, a brand can demo products, showcase new colors and textures in more detail, or share merchandising ideas, all while answering live questions from retailers viewing the stream.



What Comes Next

2021 Focus

Grow and Expand Our Marketplace

We will invest in international expansion, entering the UK next year and other European countries shortly thereafter. We'll also focus on attracting multi-location retailers.

Offer Best-in-Class Tools

We will make our marketplace tools more effective, and continue to ensure that our customers have everything they need to run a successful and seamless business.

Build Community, Online and IRL

We will continue to focus on products, events, and tools that foster long-term relationship building between the brands and retailers in the Faire community.

Q&A

Get in Touch

blog.faire.com

faire.com/support

@faire_wholesale