DISTRIBUTORS OF INNOVATION

Why stock the Carriwell range of maternity wear?

Special attention has been given to the needs and wishes of retailers in the creation of both the products & the Carriwell brand. There are many reasons why retailers choose Carriwell over other leading competitors. We offer:

- A holistic range of nursing & maternity bras, panties, support belts, breast pads and nursing wear.
- High quality products which offer comfort, style and function.
- Good return on limited space. Carriwell offers a "micro store-in-store" concept, which allows a maximum return on investment whilst utilizing less than 1 square metre of retail space. Display stands are available in 3 sizes.
- The range has been developed so that there are only 2-4 sizes in each style. For example the Carriwell bras come in 3 - 4 sizes, which cover an A-G cup, whereas traditional bras have 18 – 36 different sizes per style. This allows retailers to hold limited amounts of stock.
- Guaranteed increase in "footfall" through strong marketing & branding campaigns. Brand awareness will bring mums-to-be into your retail outlet at a very early stage in her pregnancy (from as early on as the first trimester).
- Unique packaging which allows the range to be displayed easily and allows good flexibility in stock placement & cross merchandising. It is lightweight & compact and won't get damaged in the post, ideal for mail order & e-commerce.
- Great retail support by offering expert advice, brochures, a selection of attractive wall posters, core feature product guide and exceptional marketing & branding campaigns.
- Profitable range with large margins.
- Short lead times
- A well developed & proven concept

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