

ROBIN KELLY

WELCOME TO MRKET NY...

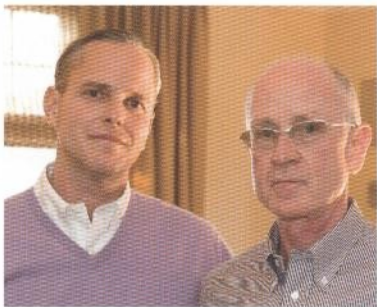


NEWS | SPRING/SUMMER 2011

JULY 18-20, 2010 • JAVITS CENTER • NEW YORK • HALL 3A

MRKETNY

the exclusive show for the menswear industry



WISECRACKER

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Managing Director and Creative Director
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How do you define your collection?

Wisecracker Luggage is an edited collection of essential travel and business bags focusing on men's pieces with a capsule collection for women. Our pieces are elegant, very refined, quiet and chic with a few discrete surprises. Bags are relaxed, unpretentious and lightweight with thoughtful functionality. We are also very proud to be part of the program Entrepreneurs Supporting Entrepreneurs, where a designated dollar amount from every sale of every piece we create goes to a microlending program that assists people around the world lift themselves out of poverty. It makes each piece of every collection we design very unique and special.

What key item(s) will you be featuring in your Spring/Summer 2011 collection?

We are very excited that we are launching our first collection at MRket. We chose to launch at MRket because we feel like we are in good company with prestige exhibitors and that our collection will resonate with the retailers who attend this show. The 21 piece debut collection combines rugged micro twill nylon with Italian calf leathers. Signature details include proprietary hardware and unique linings.

Business has changed... How is your company changing with it?

Wisecracker feels that customers in these times want to travel lightly and under the radar screen. The collection is elegant but unpretentious. Branding is very discrete and we remain aware of retailers' and customers' demands for well crafted products that are fairly priced. We have strived to design a collection that addresses the needs and wants of modern travel without sacrificing style.

Where do you see opportunities going forward (ie., product, retail, marketing, promotions, internet, etc.?)

There are signs out there that the higher-end market is rebounding. These customers are always looking for the "next thing" and Wisecracker's point of view and pricing strategy should appeal to this segment. To get this new brand and line in front of the customer we are looking at social media and networking vs. extravagant and expensive print ads. In the end Wisecracker is about beautiful products and we hope that product speaks for itself.

What is the best advice you have ever received?

Don't be afraid to do the "next great thing". Be inspired by new places and people. Never carry cheap luggage.



Which celebrity or sport star would you like to see wearing your product and why?

Jon Hamm because he is all about cool, elegance and confidence. The production styling of Mad Men with its mix of retro and modern elements feels in sync with Wisecracker's product design.

If you had a crystal ball and could look ahead 2 years from now, what do you see for the men's business?

Increased confidence, increased consumer demand and optimism.

