

BJÖRN

VS.

conventional fashion agency

**Björn agency adds value
to your business!**

1

- sales service
- customer service
- marketing service
- market research

- sales force

2

**12% commission,
all services included**

**12-15% commission,
sales service only**

3

**free B2B sales
platform* - value \$
7.500 p. year**

not available

4

**multiple countries:
one contact,
one contract**

**single country,
different agency per
country**

sales service

Björn Agency has a vast network of children's fashion retailers in five countries, and a lean, dedicated sales team per country. We simplify the sales process for both brand and retailer with the most innovative sales platform on the market. This sales platform is included in our 12% commission *

customer service

We consider customer service to your customers as the cornerstone for long-term success. Björn Agency's customer service center is designed to safeguard timely and adequate responses. We employ a service team per country that answers questions of your stockists in the local language taking local (business) customs in mind.

marketing service

We have the know-how and experience to translate the marketing strategy of your brand to the different languages of our territories. Björn Agency is equipped to effectively run social media campaigns. And we have the experience to collaborate with local PR agencies on your behalf.

market research

We strongly believe in market research to check our assumptions. After every sales season we perform extensive research among retailers. With the new-found knowledge we can detect trends and provide you, the fashion brand, with powerful knowledge.

* free inclusion of B2B service starts at specific revenue level



Johan Maxomorra



Björn Agency has helped us to propel our growth in the past 4 years in multiple countries. Björn's methods are fresh, highly effective and always professional.

"Björn agency empowers sustainable fashion brands"



Frederik van Droffelaar Impact Hub Amsterdam



I have seen the way that Björn Agency has grown in the past years and still managed to carry out excellent service.