

In Play Showroom

Children's Wholesale Showroom

Los Angeles, New York, Dallas

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Professional History

A graduate from the Fashion Institute of Design & Merchandising, I started my career in the children's wholesale industry about fifteen years ago. Prior to that and while putting myself through the university I had a position in Marketing & Sales in a manufacturing company of automotive aftermarket, and prior to that I worked in a domestic silkscreening & embroidery company for promotional products.

I began my career in the wholesale business working for In Play, a children's multi line showroom known for launching some of the best and most successful children's brands in the market; most being adult companies that we approached to start a children's division that we could launch into the wholesale market. This included brands from Lucky Brand Kids, Juicy Couture Kids, Ella Moss, Puma, DKNY, Wildfox, Hudson, Chaser, Appaman, Native Shoes, Nununu and so many more. I learned the sales end of things at In Play and loved it from the start and worked here for about three years before parting ways.

After In Play, I ended up at American Apparel a domestic manufacturer and vertical factory facility. I worked closely with the owner and learned all aspects of the operations involved with a vertical company which was an incredible experience to say the least. Though I initially came on board to launch the children's division for the factory I was able to assist and maneuver myself through all departments of the factory including customer service, product development, production, sales, shipping and even human resources. The launch of the children's collection was incredibly rewarding yet very hard work and once the company started going in the direction of retail while still working out wholesale kinks, I decided it was time to move on.

Ironically enough, I ended up where I started. The original founder of In Play called me back into the showroom business and worked out a deal for me to return to the showroom business. I have since then brought on a business partner and we have since opened multiple showroom locations including Los Angeles, New York and most recently Dallas. This has allowed us to really focus on brands and distribution on a national level and helps us further develop and market our brands in a successful way. We are very trend focused and work closely with our manufacture & design team to execute successful launches of a product, season and/or category and to keep the momentum going. We travel the world, participate in some of the best tradeshow and have great connections with our retailers as well as our vendors to be able to keep them relevant in the market, on trend and moving toward the next big thing.

There is so much more to say but hopefully we will have the opportunity to discuss in person.. I sincerely thank you for the opportunity to speak on your panel and look forward to it.

Sincerely,

Sandra Martinez Roe
CEO . In Play Showroom Inc.

TOPICS TO COVER

EXPERIENCE

Professional History

Retail

Marketing

Wholesale Sales

Production / Brand Development

Consulting

TRENDS

MINI ME

ECO / SUSTAINABLE

FASHION FORWARD

QUALITY BRANDS

Adult Brands that have kids lines