

+ US MARKET ASSESSMENT · WHOLESALE STRATEGY AND READINESS

Know what the US is worth to the brand before the next season is committed.

For European brands deciding what to do about the United States: build wholesale, fix a US business that is not paying, or stay DTC. And for the owners and boards who fund the answer. A market read with the numbers, the plan to earn it, and an investment case that can be underwritten.

The US is not a bigger home market. It runs on its own calendar, margins and rules.

BOOK A 30-MINUTE CALL

0600LLC.COM



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12 wks

US full-price window. Europe runs closer to 26.

60%

Department store margin: 2.5x on the wholesale price.

Week 1

80 to 100% of an order ships in week one, or the budget moves on.

\$3,400

Chargebacks on one \$10,000 shipment: labels, a late truck, a data error.

9 to 12 mo

From designing the line to the first reorder. Cash out long before it is back.

+ THE ENGAGEMENT

Three questions, answered in order.

Each stage stands and is priced on its own. The first usually changes the brief for the second.

01 · THE MARKET READ

Where does the brand fit, and what would the US buy?

- ◆ The channel map and which of it would buy this brand, at what volume, under which model: own team, showroom, distributor, agency, licensing.
- ◆ The price position at US retail after landed cost, duty and the retailer's margin, against the competitive set on the floor.
- ◆ What the current US business says: DTC orders by state, account structure, sell-through, margin after freight and chargebacks.

LEAVES A WRITTEN READ WITH THE NUMBERS AND A RECOMMENDATION ON THE MODEL

02 · READINESS

What has to change in the company to earn it?

- ◆ The calendar: markets, order deadlines and delivery windows for the collections sold here, and how the home calendar bends to meet it.
- ◆ Planning and production around a buyer's order, not a drop: minimums, size curves, reorders, where the stock sits.
- ◆ Sales organisation and its cost, 3PL, EDI, terms, chargebacks, import and entity structure; a readiness score across six functions and the order to fix them.

LEAVES THE PLAN, IN GATED STAGES, WITH OWNERS AND DATES

03 · THE INVESTMENT CASE

What does it take, in numbers, and when does it pay?

- ◆ People, US inventory, market presence, working capital and payment terms, by stage.
- ◆ A three-year view of the channel under two or three models, break-even and cash need side by side.
- ◆ The milestones that release the next spend, the signals that say stop, every assumption on the page.

LEAVES A CASE AN INVESTOR OR A BOARD CAN UNDERWRITE

+ ENGAGEMENT

A read, a plan, or the first season.

FIXED FEE · ABOUT TWO WEEKS

The market read

Stage one, with the headline of the investment case. Enough to decide whether the US is worth a plan.

FIXED FEE · FIVE TO SIX WEEKS

The read and the plan

Stages one to three: the market read, the readiness plan and the full investment case, presented to the team and the board.

RETAINER · A SEASON

The first season, run alongside the team

The plan carried into the first market, the first orders and the first deliveries, with the team trained to run the next one.

+ HOW IT IS DONE

An operator's read, built from the brand's own numbers.

0600 is built on Erik Ulin: Swedish and American, two decades on the wholesale side of apparel in the US, running fashion brands and taking them into department stores and specialty retail, then the technology wholesale buyers order on, then restructuring and capital. The read draws on all three: what buyers do, what the systems show, and what the money has to look like for an owner to say yes. It runs on the brand's own data and the people who sell and ship it today; the planning and reporting the channel needs are set up on that data, so the team keeps the view when the work ends.

FOR OWNERS AND BOARDS

Management's plan and the market's answer are two different documents. This is the second: an independent view of what the US will give the brand, what it costs to earn, and the signals to watch, from someone who has run the P&L.

NEXT STEP

Start with a 30-minute call.

Where the brand is in the US today, what the owners need to decide and by when. Erik answers personally, usually within a day.

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