

FashionNetAsia.com

# Your User Manual

**Setting up your showroom  
in 4 simple steps**

**+**

**Tips to optimize results from  
your supplier membership at  
FashionNetAsia**

# Getting Ready

Setting up your showroom is simple and self-explaining. The first process may take an hour, updating will take 15-30 minutes...

Please have following files at hand:

## **Company Photo** (recommended)

Maximum file size 1 MB, jpg or gif format, recommended dimension: 400px wide X 270px high.

## **Company Logo** (recommended)

Maximum file size 1 MB, jpg or gif format.

## **Company Profile**

(recommended)

English, possibly also in Chinese. Some portals have also Turkish language version enabled.

## **Product pictures and descriptions**

(must have)

Maximum file size 1 MB, jpg or gif format. You can upload up to 30 pictures.

Practical Tips for setting up your showroom:

- **Start immediately**, every day thousands of buyers look for new suppliers. Start with setting up your company profile and your company products **in English**.
- **Update contact information** and Password under My Account.
- **Update your showroom regularly** to ensure maximum visibility.
- Use **quality product pictures** preferably on white background, one product per picture.
- Ensure that emails from @fashionnetasia.com are not diverted to your spam-folder.

# Step 1: Login to FashionNetAsia.com

FashionNetAsia.com  
Trade, Community and Insights for Fashion Professionals

Monday, 21 November 2011

Home Trade Industry News Trends & Fashion Blogs Fairs & Events Photo Gallery Services

Search for Product Input Keywords GO Advanced search

Top search: Handbag Footwear Leather Raw Material Travelware Tanning

Home

VIEW LATEST FASHION TREND  
**STYLE SIGHT**

Find Suppliers by Product Categories

**Finished Products**

- ▶ Bag and Luggage Accessories
- ▶ Cashmere Fashion Accessories
- ▶ Cashmere Garments
- ▶ Cashmere Lifestyle Accessories
- ▶ Fashion Accessories
- ▶ Footwear
- ▶ Garment
- ▶ Handbags & Leather Goods
- ▶ Leather Grade
- ▶ Material
- ▶ Services
- ▶ Travelware
- ▶ Others

**Material**

- ▶ Cashmere Fabrics
- ▶ Cashmere Raw Materials
- ▶ Cashmere Yarns
- ▶ Leather
- ▶ Leather Grade
- ▶ Leather Imitating Products
- ▶ Manufacturing Processes
- ▶ Proceeded
- ▶ Material Usage
- ▶ Raw Material
- ▶ Synthetic / Natural Material

**Manufacturing and technology**

- ▶ Cashmere Process Chemicals and Dyes
- ▶ Cashmere Testing
- ▶ Equipment and Tools
- ▶ Process Chemicals and Dyes
- ▶ Shoe Machinery
- ▶ Tanning Machinery
- ▶ Technology
- ▶ Trims, Components and Accessories
- ▶ Other Machinery

**Report on World Leather Congress RIO 2011**

**Report on World Footwear Congress RIO 2011**

Advertisement  
**HIDENET PUBLICATIONS**  
**Increase Your PROFIT**  
CLICK HERE

**Latest Photo Gallery**

**Featured Products**

**Exhibitions & Events**

**Product Highlight**

**Fashion Blogs**

**Latest Trade Offer**

**Latest Products**

**Manufacturing & Technology**

**Log in**

Go to [FashionNetAsia.com](http://FashionNetAsia.com) and login using your Login Name and Password sent to you by email.

Contact [register@fashionnetasia.com](mailto:register@fashionnetasia.com) if you cannot recall your login details.

**Bangkok Fashion Geek: Platinum Member**

If you're a girl of average Asian size and you're in Bangkok to shop unabashedly for yourself, there is only one place to absolutely must go, and that is Platinum Fashion Mall.

**Liquid Metal**

Luxe fashion comes in the form of liquid metal this season! With designers using metallic materials to off-set minimalistic glam, it's all about the shine!

**Offers to Buy**

- ▶ TO BUY HANDBAGS/WALLETS/JEWELRY
- ▶ Belts and buttons
- ▶ Fashion jewellery, bags and scarves
- ▶ High end fashion shoes.
- ▶ Belt material

**Offers to Sell**

- ▶ SODAGAR GENTS WALLETS
- ▶ Sheep Wool Skin for Saddlery , Shoes and G
- ▶ different kinds of bag leather 箱包革
- ▶ decoration leather 装饰革

**Detail - Blog - FashionNetAsia.com**  
www.fashionnetasia.com

There's the restrained chic of a single cuff... but sometimes you just need

177 people like FashionNetAsia.

Rachel Mark Chris

Facebook social plugin

**theSauerReport®**

21 Nov 2011  
CAMEROUN - The tannery works sheep and goat skins in pickled and wetblue (by theSauerReport.com)

# Step 2: Go to My Executive Center

**FashionNetAsia.com**  
Trade, Community and Insights for Fashion Professionals

Monday, 21 November 2011  
Welcome,

Home Trade Industry News Trends & Fashion Blogs Fairs & Events Photo Gallery Our Services

Search for Product Input Keywords GO Advanced search

Top search: Handbag Footwear Leather Raw Material Travelware Tanning

Home

**VIEW LATEST FASHION TREND**

**STYLE SIGHT**

**Latest Photo Gallery**

**Featured Products**

Fashionable Sportswear

**Exhibitions & Events**

**My Executive Centre**

After login click on My Executive Center.

**Product Highlight: Gloves**

Norman's Good Precision Ltd. Tianjin Runhong Business Trading Co., Ltd. Baoding Jeronimo Fur Product Co Ltd. Yuxin (Wuxi) Apparel & Accessories Co., Ltd. Hangzhou Royal Leather Co Ltd

View More Products

**Fashion Blogs**

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**Latest Trade Offer**

Offers to Buy	Offers to Sell
TO BUY HANDBAGS/WALLETS/JEWELRY	SODAGAR GENTS WALLETS
Belts and buttons	Sheep Wool Skin for Saddlery , Shoes and Ge
Fashion jewellery, bags and scarves	different kinds of bag leather 箱包革
High end fashion shoes.	decoration leather 装饰革
Belt material	

Post Offer to Buy Post Offer to Sell More Trade Offers

**Latest Products**

Finished Products	Manufacturing & Technology
ladies fashion belt by ZHEJIANG DONGRI IMP& EXP CO LTD	A1039 by Guangzhou Xingda Leather Co Ltd
2012 Spring Summer Sling Bag by Quality Handbag Manufacturing Limited	Ostrich by Guangzhou Diamonds Leather Goods Co., Ltd.
Lewre by Lewre International Sdn Bhd	Buckle by E T Metal Plastic Manufactory (Dong Guan) Ltd.

**Find Suppliers by Product Categories**

**Finished Products**

- Bag and Luggage Accessories
- Cashmere Fashion Accessories
- Cashmere Garments
- Cashmere Lifestyle Accessories
- Fashion Accessories
- Footwear
- Garment
- Handbags & Leather Goods
- Leather Grade
- Material
- Services
- Travelware
- Others

**Material**

- Cashmere Fabrics
- Cashmere Raw Materials
- Cashmere Yarns
- Leather
- Leather Grade
- Leather Imitating Products
- Manufacturing Processes Proceeded
- Material Usage
- Raw Material
- Synthetic / Natural Material

**Manufacturing and technology**

- Cashmere Process Chemicals and Dyes
- Cashmere Testing
- Equipment and Tools
- Process Chemicals and Dyes
- Shoe Machinery
- Tanning Machinery
- Technology
- Trims, Components and Accessories
- Other Machinery

**Report on World Leather Congress RIO 2011**

**Report on World Footwear Congress RIO 2011**

Advertisement

**HIDENET PUBLICATIONS**

**Increase Your PROFIT**

CLICK HERE

**FashionNetAsia on Facebook**

Like the Spike Be more aggressive!

**Detail - Blog - FashionNetAsia.com**

www.fashionnetasia.com

There's the restrained chic of a single cuff... but sometimes you just need

177 people like FashionNetAsia.

Don Lee Adenalya

Facebook social plugin

**theSauerReport®**

21 Nov 2011  
CAMEROUN - The tannery works sheep and goat skins in pickled and wetblue (by theSauerReport.com)

# 2.1 Elements of My Executive Center

**FashionNetAsia.com**  
Trade, Community and Insights for Fashion Professionals

My Executive Centre | Logout  
Friday, 2 September 2011  
Welcome, Michael.AC Lau

Home | Trade | Industry News | Trends & Fashion | Blogs & Discussions | Events | Photo Gallery

Search for Product Input Keywords GO Advanced search  
FREE Subscription to eNewsletter GO

Top search: Handbag Footwear Leather Raw Material Travelware Tanning  
My Executive Center

My Dash Board | My Sales Office | My Showroom | My Marketing Tool | My Account

**Message Centre**

**Inbox**  
Product Enquiry  
Appointment  
Quick Enquiry Received

**Sent Box**  
Reply to Enquiry  
Reply to Appointment  
Quick Enquiry Reply

**Manage Offers**

**My Posted Offers**  
Offer to Buy[Buy]  
Offer to Sell[Sell]

**Reply to Offers**  
Offer to Buy[Buy]  
Offer to Sell[Sell]

**Post New Offers**  
Offer to Buy[Buy]  
Offer to Sell[Sell]  
(You are entitled to post 15 Offer to Sell. You can still post 9 Offer to Sell.)

Message Centre > Inbox

Total Message(s): 3  Display unread message(s) only

10 Results per page Go to Page 1 of 3

Subject	Sender	Sent Date	Type
Sample want	asia@gmail.com	28 Jun 2011 17:20:34	Quick Enquiry
Discussion on price	yan@hkfactory.com	14 Jan 2011 12:24:01	Product Enquiry
Product catalogues	sales@fashion.com	10 Jan 2011 13:01:09	Product Enquiry

**Dashboard:** An overview of your showroom, enquiry list and account information.

**Sales Office:** Showing a list of enquiry messages and buy/sell offers. With a simple click on the messages you can communicate with buyers who have shown interest in your products

**Showroom:** Add or edit products and catalogs at any time

**Marketing Tools:** Create nice marketing emails and marketing campaigns to send your product offers to potentials customers from time to time.

**Account:** Here you can view and update account contacts and other information

# 2.2 Elements of Dashboard

**FashionNetAsia.com**  
Trade, Community and Insights for Fashion Professionals

My Executive Centre | Logout  
Friday, 2 September 2011  
Welcome, Michael.AC Lau

Home | Trade | Industry News | Trends & Fashion | Blogs & Discussions | Events | Photo Gallery

Search for Product | Input Keywords | GO | Advanced search | FREE Subscription to eNewsletter | GO

Top search: Handbag | Footwear | Leather | Raw Material | Travelware | Tanning

My Executive Center

My Dash Board | My Sales Office | My Showroom | My Marketing Tool | My Account

**My Sales Office**

- Product Enquiry**  
19 unread message(s)
- Appointment**
- My Posted Offers**
  - [Buy] Offer to Buy (5)  
No unread message(s)
  - [Sell] Offer to Sell (6)  
2 unread message(s)
  - Reply to Offers**
    - [Buy] Offer to Buy  
No unread message(s)
    - [Sell] Offer to Sell  
No unread message(s)

**My Showroom** Last Updated: 17 Dec 10

- Items**
  - Company Logo (uploaded)
  - Company Photo (uploaded)
  - Company Profile (inputted)
  - Major Market
  - Contact Information
  - Our Business Nature and Product Categories
  - No. of Product(s) uploaded
  - No. of Catalogue(s) uploaded
- Status**

Update My Showroom

**My Account** Membership Expiry Date: 23 Dec 2012

Michael Lau Testing Co.

- Account Contact**  
Mr Michael.AC Lau michaelcwl
- Web Administrator**  
Mr Michael.Web Lau oemdemo2
- Enquiry Contact**  
Mr Michael.EC Lau oemdemo

Go to My Account | Change Password

**My Marketing Tool**

- Email Created** Status (Sent to 1 recipients)

Go to My Marketing Tool

**Callouts:**

- ↑ Check how many enquiries you received from buyers → You could post Offer to Buy / Sell for free. Replies are logged here
- Click to start setting up your showroom
- ...or simply click on the links above to have showroom updated...
- Click on the links to update the account contacts
- Change password for safety purpose
- Save enquiry contacts and create emailing campaign via "My Marketing Tools" from time to time

# Step 3: Update basic information

**FashionNetAsia**  
Trade, Community and Insights for Fashion Professionals  
Monday, 21 November 2011  
Welcome.

Home | Trade | Industry News | Trends & Fashion | Blogs | Fairs & Events | Photo Gallery | Our Services

Search for:

My Executive Center:

**Set up my Showroom** > Company Information > Update Information

**Company Information**  
Update Information

**Product Information**  
Products on Display(0)  
Upload Product: You are entitled to upload 30 products. You can still upload 30 product(s).

**Catalogue Information**  
Pages on Display(0)  
Upload Page: You are entitled to upload 10 page(s) of Catalogue. You can still upload 10 page(s) of Catalogue.

**Preference Setting**

**My Showroom**  
Go to My On-line Showroom at FashionNetAsia.com

**\*Mandatory Field**

**Upload photos for your Company**

Company Photo:   
File size limit: 1MB. Accept \*.jpg and \*.gif format only. Best Dimension: 400px (W) X 270px (H)

Please Upload Your Photo

Company Logo: Please select the most appropriate option below   
Accept jpg or gif file format AND this section is for company logo only. Other images, e.g. product photos will be removed when they are detected by the system. Maximum file size : 1MB

Please Upload Your Logo   
70 x 70    130 x 70

**Our Business Nature and Product Categories**

Please select your business nature and product categories by clicking on the button below:

**Company Profile**

English    Traditional Chinese    Simplified Chinese

Copy data from:

Company Name: UBMAAsia

**Company Introduction:**  
Word Limit: 500 characters  
Word Count:

**Company Full Introduction:**  
Word Limit: 1,000 characters  
Word Count:

Major Market:

Main Customer:

**Contact Information**  
This information will be posted as the contact information in the "Home" and "Contact Us" pages of your own On-line Showroom.

**Company Address:**  
Address 1\*   
Address 2   
Address 3   
City  State / Province  Postal Code

**Telephone:**   
Country Code\*  Area Code  Number\*

**Fax:**   
Country Code  Area Code  Number

**Mobile:**   
Country Code  Area Code  Number

**Website:**   
Please input your website in small letters

**Contact Person:**    
First Name\*    Family Name\*

← Upload a **photo for your company**, it could be office / shop exterior or interior. After the photo is uploaded, you can see the image showing beneath.

← Upload **company logo** for brand recognition and brand building

← Select or edit your company's **business nature** and **product category** for the best search result

← Input **additional keywords** related to your products to maximize chances for buyers to **find** your products

← Input **company profile** here. The more detailed the information is, the easier it will be for buyers to find you via the Internet. Please make use of all three language options!

Click "**Submit**" upon completion



# Step 4: Upload Products (1)

My Executive Center

The screenshot shows the 'My Executive Center' dashboard. At the top, there are navigation tabs: 'My Dash Board', 'My Sales Office', 'My Showroom', 'My Marketing Tool', and 'My Account'. The 'My Sales Office' section is active, displaying 'Product Enquiry' (19 unread message(s)), 'Appointment' (No unread message(s)), 'My Posted Offers' (Buy: Offer to Buy(5), No unread message(s); Sell: Offer to Sell(6), 2 unread message(s)), and 'Reply to Offers' (Buy: Offer to Buy, No unread message(s); Sell: Offer to Sell, No unread message(s)). The 'My Showroom' section is also visible, with a 'Last Updated: 17 Dec 10' timestamp and a table of items:

Items	Status
Company Logo	(uploaded)
Company Photo	(uploaded)
Company Profile	(inputted)
Major Market	(inputted)
Contact Information	(inputted)
Our Business Nature and Product Categories	(inputted)
No. of Product(s) uploaded	(11/30)
No. of Catalogue(s) uploaded	(9/10)

At the bottom right of the 'My Showroom' section, there is a button labeled 'Update My Showroom'. A yellow callout box with the text '1. Click to upload products' points to this button.

My Executive Center

The screenshot shows the 'Set up my Showroom' page. The navigation tabs are 'My Dash Board', 'My Sales Office', 'My Showroom', 'My Marketing Tool', and 'My Account'. The 'My Showroom' tab is active, and the page title is 'Set up my Showroom > Product Information > Products on Display'. On the left, there is a sidebar with 'Company Information' (Update Information) and 'Product Information' (Products on Display(0), Upload Product(You are entitled to upload 30 products. You can still upload 30 product(s).)). At the top right of the main content area, there is a button labeled 'Add New Product'. A yellow callout box with the text '2. Then select "Add New Products" to start uploading' points to this button.



# Step 4: Upload Products (2)

Select an image file of a picture you want to upload.

Tip: high quality pictures attract more buyers

Select or edit which product category this product belongs to

Complete the **product form** here.

There are **3 languages** – complete English first, then other languages.

Tip: For more buyer enquiries make this as complete as possible!

Tip: English version will be automatically copied to the other versions if you leave them blank.

Click **“Submit”** upon completion.

Repeat for next products.

**Repeat step 4 until you have completed a beautiful showroom!!**

## FashionNetAsia.com Web Services Team

If you need assistance, we are always ready to help.

Please contact:

Ms Rose Tong

Email: [services@fashionnetasia.com](mailto:services@fashionnetasia.com)

Tel: 852-2516 2170 (HKG 09:00 – 18:00)