

## Appendix 2: Hidden Art Designer-Maker Process to Apply 2010

Dear Designer-Maker /Designer,

Hidden Art E-Shop - [www.hiddenartshop.com](http://www.hiddenartshop.com) - sells your products effectively through product departments while maintaining your own personal brand.

To achieve this, we use designer-led sales method that lets customers explore your products with ease.

### How it works – customer's perspective

The customer browses the E-Shop and selects their products; they then proceed to the checkout and can pay with a variety of debit and credit cards.

The customer receives an automatic email confirming the goods they have purchased, together with confirmation of the delivery address.

The system will authorise the card transaction and then email you with the customer order for you to arrange despatch direct to the customer.

### How it works – Designer-Maker's perspective

You then invoice Hidden Art for the cost of the goods sold at the end of the month and one month afterwards you will be credited with the payment less the HA sales commission (unless it takes you more than one month to despatch the goods).

Products submitted for inclusion will be put forward for selection and eligibility confirmed by the E-Shop team. Please see the Criteria Sheet for reference.

Product retail pricing needs to include VAT as Hidden Art is VAT registered. E-Shop retail pricing policy:

- For products under £300 inc VAT we ask for pricing points of 5 pence under ie £14.95
- For products over £300 inc VAT we ask for pricing points to be £5 under ie £345.

We also need a separate price for delivery (standard delivery to the customer in the UK mainland and any applicable insurance, plus shipping costs for Mainland Europe, The Rest of the World.)

Please note '[Combined shipping is the only shipping option](#)' offered. This means the customer only pays one shipping charge when ordering more than one product from the same designer-maker. This cost will be taken from the product with the most expensive shipping fee in the customer's selection.



#### Revealing design at its source

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Hidden Art is the trading name of the not-for-profit support organisation Mazorca Projects Ltd.  
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### For retail sales:

When a sale occurs and you despatch the goods to the customer, you will then need to invoice Hidden Art the retail price excluding VAT minus 35% sales commission at the end of the month. Your percentage is 65% of the retail price minus VAT.

### For wholesale sales:

When a sale occurs and you despatch the goods to the customer, you will then need to invoice Hidden Art the agreed wholesale price excluding VAT minus 20% sales commission at the end of the month. Your percentage is 80% of the wholesale price minus VAT.

### Technology

The basis of this E-Shop uses technology underlying more than 3000 E-Shops globally, including the V&A Shop.

Our payment services are supplied by Sage and NatWest Streamline using the latest encryption techniques. The Hidden Art E-Shop is secured by Thawte

At present the system operates in a single language – English - single currency – Sterling - platform with worldwide shipping available.

### Marketing

All products in the E-Shop are automatically promoted by our PR agency who will try to arrange press coverage for your product. However it is therefore essential that you provide good quality images of your products.

Throughout the year Hidden Art will also be marketing the E-Shop during events such as 100 % Design, Milan, Hidden Art Fair, Open Studios and Pop-up shops as well as around key highlights during the year such as Christmas, Easter, Valentine's day etc. Preparation for the Christmas promotion starts in late November.

The E-Shop is publicised to our growing Friend members of Hidden Art with incentives to shop. And via Hidden Art publications – our website, e-newsletter and quarterly magazine plus Christmas brochure.

### Eligibility & Charges

Please see the table below for details on how many products you are allowed in Retail and Wholesale.

| Membership Type | E-Shop Retail and Wholesale | Qty of Products/images added to E-Shop free of charge | Admin Charge for extra products +VAT |
|-----------------|-----------------------------|---|--------------------------------------|
| London 1        | Yes                         | 15  | £5                                   |
| London 2        | Yes                         | 30  | £5                                   |
| UK              | Yes                         | 10  | £5                                   |

## Next Steps

Please submit the following information to [Rachel@hiddenart.co.uk](mailto:Rachel@hiddenart.co.uk)

### 1. Low-res Jpegs of those products you wish to include on the E-Shop

Photography is extremely important for the E-Shop, the better the photography the greater the chance you will have of a customer deciding to make a purchase, and in this case having your products accepted by the E-Shop team.

We suggest the following image options:

#### Preferable:

a). Straightforward shots with a pure white background. These generally look best for thumbnails, the first and smallest image which the customer sees on the E-Shop of your product. Please note it is very unlikely we would forward any other type of image to PR Girl for press coverage.

#### Optional:

b). You can include one or two props so that it is clear what the product is, this type of image can be good for the largest pop-up image.

c). 'In situ' shots.

#### Your image should have the following qualities:

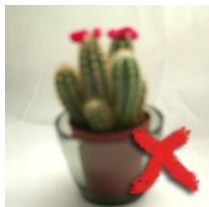
- Shot on a crisp, clean background (preferably white)
- In focus
- Correctly exposed (not too bright, not too dark)
- No strong shadows
- All of the product should be clearly visible



#### To be avoided



Messy Backgrounds



Out of Focus Product



Product Not Straight



Over Exposed



Under Exposed



Strong Shadows



Badly Cropped

2. Retail price for each product please state whether included or excluded VAT

3. Wholesale price for each product if you wish to sell your products at wholesale please state whether included or excluded VAT

4. Please indicate whether these products are sold online on other E-shops, please list the name of the site and Retail Price sold.

5. Please indicate how long the products have been in the market

6. Please indicate which products have been most successful for you to date

7. Please indicate what stock quantities you have and what stock quantities you would set aside for the Hidden Art E-Shop

10. Shipping price(s) (net of freight) for

UK Mainland

European Union

Rest of World

(We recommend products are insured and are shipped using a trackable shipping option).

### 11. Lead-times

For retail customers (How long it takes once the customer has placed the order for them to receive it)

### 12. Your story

The E-Shop team wants to know about you and your products, exciting information about your company and how you have got to where you are today. If accepted, you can use the basis of this information as the starting point for the biography on the website, the details about you as a designer-maker or designer which makes you interesting and unique.

If you have a website please submit the details to us, making sure the above details are also covered.

Once **ALL** of these details have been submitted, we will consider the products for inclusion, and if accepted, we will then email application forms for you to complete.

New Products are assessed twice a month. If accepted against the E-Shop Criteria sheet (Appendix 1) then you will need to complete:

- Product Application Form (Appendix 2A)
- Retail & Wholesale Pricing Sheet (Appendix 2B)
- High Res images of all selected products
- Sign and return the Designer-Maker Retail & Wholesale Supply agreement, indicating whether you want to sell your products at retail or both retail and wholesale.