Flaunter

Digital Showroom Guide.

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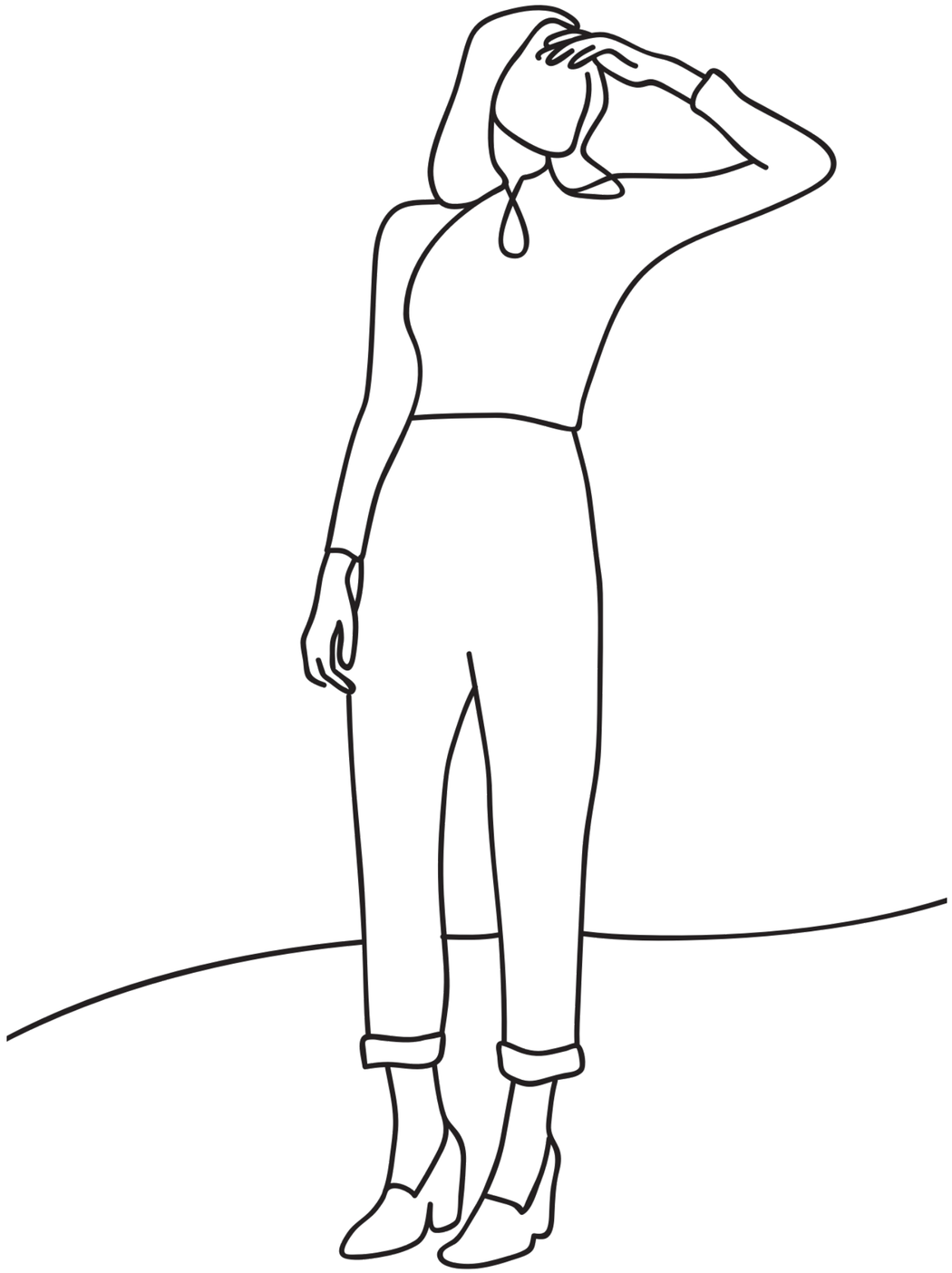


How to set up sample racks.

Create racks to store and display your sample collections on Flaunter.

Racks can be organised any way you like; by collection, season, drop or type. Each of your real world samples will be represented by an image on your Flaunter racks. We recommend separating racks into logical smaller collections (eg. SS20 - Accessories, SS20 Clothing) to make it easier for stylists and journalists to browse.

- Click ‘Sample Tracking’ from the navigation bar.
- Select ‘Racks’ from the sub-navigation, then select ‘Create a rack’.
- A form will appear for you to fill all relevant information about the rack including the name, season, sizes, stockists and in-store dates.
- Now you can add images that represent samples. We recommend adding lookbook or etched product images, however you can also add iPhone shots. You can choose to add images from an existing Flaunter album or upload new images.

CREATE SAMPLES FROM IMAGES IN AN EXISTING FLAUNTER ALBUM

- Select ‘Create samples using album images’
- Select an album from the dropdown to show available images.
- Select images by ticking the white circle in the top left of each image tile or click ‘select all’.
- Select ‘Create samples from images’ **[to create multiple samples from one image see page 2].**
- Select ‘Save & Finish’.

CREATE SAMPLES FROM NEW IMAGES

- Choose images from Dropbox or upload images directly from your computer.
- Click the dotted box to choose files or drag and drop muliple files into the dotted box.
- The images will upload and convert to samples **[to create multiple samples from one image see page 3].**
- Select ‘Save & Finish’.

How to create multiple samples from one image [existing album].

If you are using images from an existing album, you can use one image to create multiple samples. To do this, **simply increase the quantity in the 'Qty' box that appears under each sample name before you click 'Save & Finish'.**

Here are some common examples of creating multiple samples from the one image;

LOOKBOOK IMAGE CONTAINING A TOP & BOTTOM

- Select the image, adjust the quantity to 2.
- After clicking 'Save & Finish' there will be 2 copies of the lookbook image.
- Rename each image with the relevant product title. For example, rename the 1st image with "Puff Sleeve Top" and the 2nd image with "Wide Leg Bottoms".

DUPLICATE SETS OF A TOP & BOTTOM

- If you have duplicate sets of tops and bottoms to loan, you can create 2x (or more) tops and 2x bottoms samples with the one lookbook image.
- Change the quantity to 4.
- After clicking 'Save & Finish' there will be 4 copies of the lookbook image.
- Rename each of the 4 images with the relevant titles. For example, "Ruffle Spot Top 1", "Ruffle Spot Top 2", Spot Skirt 1", "Spot Skirt 2" etc.

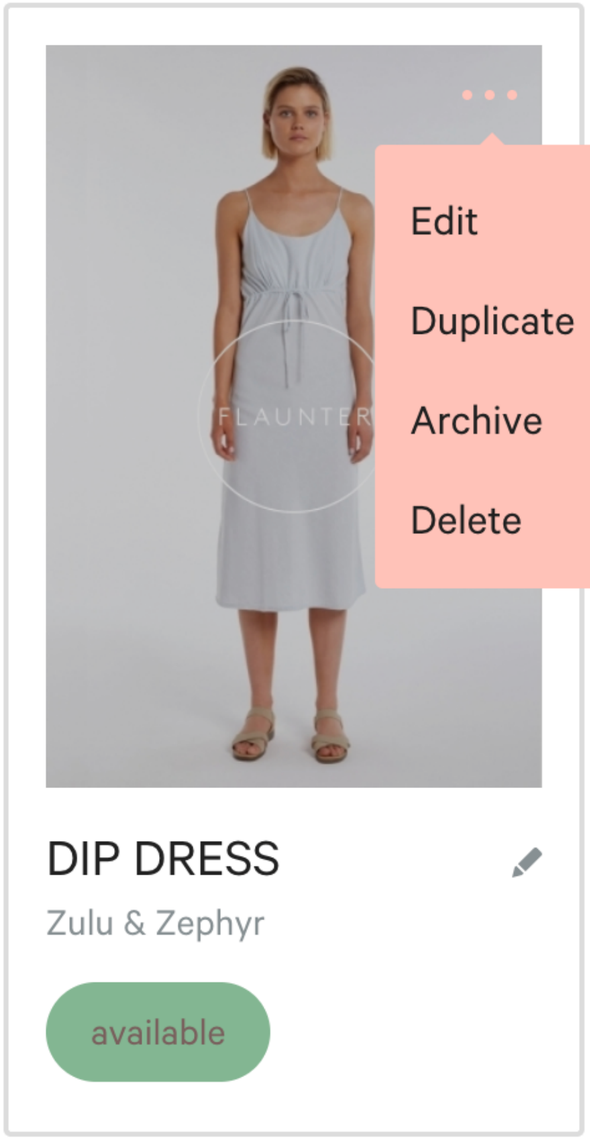
How to create multiple samples from one image [new upload].

To create multiple samples from one image when uploading new images (these are images that have not already uploaded to a Flaunter album) you will need to duplicate images on your desktop before uploading to Flaunter.

- Duplicate images on your desktop (or in dropbox).
- Rename each image according to the sample they will represent in your showroom [refer to page 2 examples].
- Upload all images to your Flaunter rack.

NOTE.
You can also manually duplicate samples in an existing rack.

- Open a rack.
- Hover over an image card and click the three white dots [...] that appear in the top right of the image card.
- Click ‘Duplicate’. A new sample will appear at the top of your rack. Rename as appropriate.



How to add product details and tags to samples.

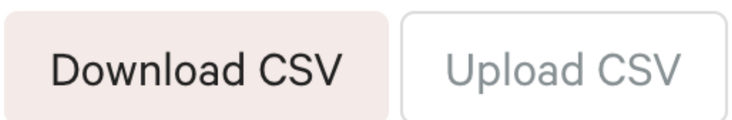
Adding product details and tags to samples will help you find and identify samples later when using the ‘Sample Search’ feature (see page 9).

We recommend adding keyword tags, such as product category, colours, make or fabric.

You can choose how to add product details to your samples from the following options;

1. Edit all samples in the rack via CSV

- Click ‘Download CSV’.
- Input rrp, sku, stockists and tags (do not edit the ID column) > save.
- Click ‘Upload CSV’ > select your edited CSV to apply updates.



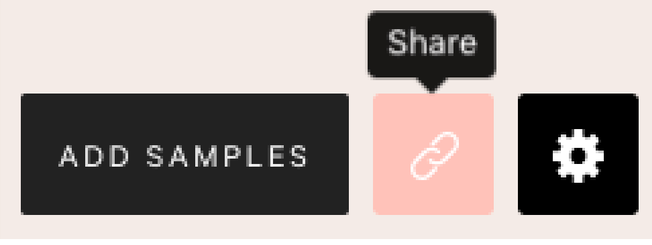
2. Edit individual sample details

- You can quickly edit core sample details directly on-screen OR;
- Hover over an image card and click the three white dots [...] that appear in the top right of the image card.
- Click ‘Edit’.
- A pop up window will appear allowing you to edit details, replace the sample image (eg. replace an temporary iPhone shot with a lookbook shot) and input tags.
- Click ‘Save’

How to share a rack with your media contacts.

You can choose to share a single rack, or create a showroom of multiple racks (see how to create a showroom on page 6).

- Select ‘Sample Tracking’ from the navigation bar.
- Select ‘Racks’ > open the Rack you wish to share.
- Click the link (share) icon from the top right corner of the rack.
- A pop up window will appear that allows you to choose the recipient name (or create new contact), subject and message. OR you can choose to Share via link (copy and paste the link in an external email or press release).



NOTE
The ‘To:’ field contains a dropdown list of your contacts that have been imported into Flaunter via ‘My contacts’ or contacts that have been manually added in previous send outs. You can also enter any email address you’d like, they won’t need a Flaunter account to view the link. .

MY CONTACTS
You can import your own media contact list into Flaunter to make sending racks and showrooms even easier.

- Click ‘Media contacts’ from the top navigation panel.
- Click ‘My contacts’ from the sub-navigation tabs.
- Click ‘Download template’ to create a compatible list of contacts to upload via CSV.
- Fill the contacts CSV with relevant data such as name, company, email, address and phone.
- Click ‘Upload contacts’ to upload the information from your contacts CSV.
- The imported contacts can now be messaged or sent content straight from your Flaunter account.

How to create and share a showroom.

A showroom is a collection of racks that stylists, journalists and influencers can view online and request sample loans.

If you manage more than one brand, a showroom can be a collection of racks from multiple brands.

A great way to curate a showroom is by seasonal grouping. For example, “My Summer 2020 Showroom”.

- Select ‘Sample Tracking’ from the navigation bar.
- Select ‘Showrooms’ from the sub-navigation.
- Select ‘Create showroom’ > add a name and choose a starting brand from the dropdown.
- A list of racks will appear > choose the rack you’d like to add to the showroom by clicking ‘Add to showroom’.
- If you want to add racks from another brand, use the brand dropdown and choose racks before selecting ‘Create new showroom’.

SHARING A SHOWROOM

- Open the Showroom you wish to share.
- Click the link (share) icon from the top right corner of the rack.
- A pop up window will appear that allows you to choose the recipient name (or create new contact), subject and message. OR you can choose to Share via link (copy and paste the link in an external email or press release).

How to view sample loans or gift requests.

Once signed in, Media can request a sample directly from the rack or showroom you have shared with them. If they do not already have a free Flaunter media account, they will need to create one here.

Follow these steps to view or action your pending sample requests;

- Select ‘Sample Tracking’ from the navigation bar.
- Select ‘Requests’ from the sub-navigation.
- The pending requests will appear from newest to oldest by default. Change the sort order by using the dropdown on the right side of the page.
- Select ‘View request’ to view the contact’s name, message and all requested items.
- Select ‘Create send out’ to initiate the sample loan or gift, or select ‘View conversation’ to see message history or send follow up questions to the requestor.

To find all your previously filled sample requests;

- Select ‘Sample Tracking’ from the navigation bar.
- Select ‘Requests’ from the sub-navigation.
- Select ‘Responded’ from the sub-sub navigation.
- Select ‘View request’ to view the contact’s name, message and all requested items.
- Select ‘View send out’ to review the samples sent or select ‘View conversation’ to see message history.

How to create a send out.

A send out logs when a sample has been sent as a loan or gift from your physical showroom.

- Click ‘Sample Tracking’ from the navigation bar.
- Select ‘Send outs’ from the sub-navigation, then select ‘Create a send out’. (Note - you can also create a new send out from the pending Request page).
- A form will appear for you to fill all relevant information about the send out including the send out name, requestor, notes, gift flag and return date.
- Now you can add samples to the send out. Choose a brand from the dropdown > choose a rack from the dropdown > hover over the sample and click ‘Add to send out’.
- Scroll down and select ‘Continue’.
- Enter the recipients shipping details.
- Enter courier details. This will be included in the invoice delivered to the contact.
- Review the stored return address or use a custom address. You can update your stored address in Account settings.
- Select ‘Save and review’.
- Review all send out details. You have the option to email send out invoice to the contact and add any special instructions.
- When ready, select ‘Print invoice and mark send out as shipped’.

NOTE
When adding the send out name, we recommend adding the recipient’s name, publication/event and date of request so that it’s easier for you to search for a sample or gift later.

If you are sending a loan AND a gift to the same recipient, you will need to create two separate send outs. This is because all items in a send out require the same return date (gifted items do not have a return date).

Sample holds, reminders and invoices.

PUTTING ITEMS ON HOLD

If you would like to put items on hold for a contact, simply create a send out but do not finalise it by clicking ‘Print invoice and mark send out as shipped’.

Click ‘Send outs’ from the Sample Tracking sub-navigation to find the send out in the list with a status of ‘Packing in progress’.

ADDING MORE SAMPLES TO A SEND OUT

If you update an existing parcel with new samples, the invoice will automatically update within the system.

You will then have the option to send an updated invoice to the contact.

RE-SENDING AN INVOICE

To re-send an invoice to the contact, select ‘Sample Tracking’ > ‘Send outs’ > ‘View’ > ‘Email invoice to contact’.

OVERDUE REMINDERS

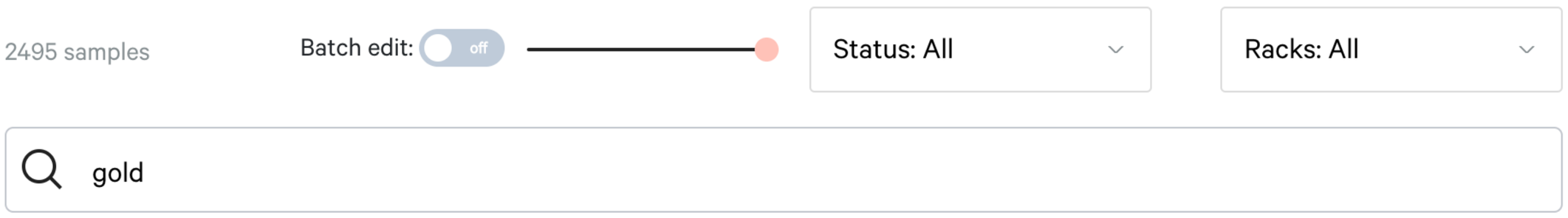
Send a friendly reminder for overdue send outs by sending an email to the contact straight from Flaunter.

Click ‘Send outs’ > Click the three dots [...] > Select ‘View or edit send out’ > Click ‘Email invoice to contact’ > add your reminder message and send.

How to search for a sample.

Use the sample search feature to quickly locate send out invoices and history.

- Click ‘Sample Tracking’ from the navigation bar.
- Select ‘Samples’ from the sub-navigation.
- Search by **product name, SKU, tags, contact name or send out title**.
- Filter results by **Status, Brands or Racks**.
- You can also turn on ‘Batch edit’ to **Delete, Archive or Return** multiple items at once.



How to return items in a send out.

When the loan recipient returns the physical sample to your showroom, you can mark it as returned in your digital showroom.

- Click ‘Sample Tracking’ from the navigation bar.
- Select ‘Send outs’ from the sub-navigation.
- Search or filter the send out list to find the send out that contains the newly returned sample.
- Select the three dots [...] and select ‘View or edit send out’.
- **If ALL samples in the send out have been returned**, click ‘Select all’ then ‘Mark as returned’ from the pink panel at the bottom of the page. The send out status will automatically change to “Returned”.
- **If only SOME of the samples in the send out have been returned**, click the purple ‘Mark as returned’ button that appears on the sample tile. You can bulk partial return by selecting multiple samples and clicking ‘Mark as returned’ from the pink panel. The send out status will automatically change to “Partially returned”.

NOTE

- Returned items will show a pink ‘Returned’ tag underneath the image card.
- If you were expecting all samples to be returned but are missing some, mark those that have been returned then re-send an updated version of the invoice to the contact.
- You can’t add a sample into a new send out until it has successfully been returned.
- If a send out contains unreturned samples, you will not be able to archive the send out.
- **Once you have marked a sample as returned, it can not be undone. Double check that you are returning the correct sample!**

How to archive.

Do you have any outdated racks, showrooms, samples or send outs? Rather than deleting (and losing important data) you can **archive**. This will hide the item from the respective list in your Flaunter Showroom.

ARCHIVE RACK

- Click ‘Sample Tracking’ from the navigation bar.
- Click ‘Racks’ > click ‘View rack’.
- Find the Rack settings icon that sits in the peach panel above the rack samples. Select ‘Archive rack’ from the drop down.

ARCHIVE SHOWROOM

- Click ‘Sample Tracking’ from the navigation bar.
- Click ‘Showrooms’ > click ‘View showroom’.
- Find the Showroom settings icon that sits in the peach panel above the racks. Select ‘Archive showroom’ from the drop down.

ARCHIVE SEND OUT

- Click ‘Sample Tracking’ from the navigation bar.
- Click ‘Send outs’ > click ‘Returned send outs’ that appears above the list of all active send outs.
- Click the three dots at the end of the send out panel. Select ‘Archive’ from the drop down.

ARCHIVE SAMPLE

- Click ‘Sample Tracking’ from the navigation bar.
- Click ‘Samples’
- Hover over a sample and click the three dots in the top right of the sample tile. Select ‘Archive’ from the drop down.

How to generate sample tracking reports.

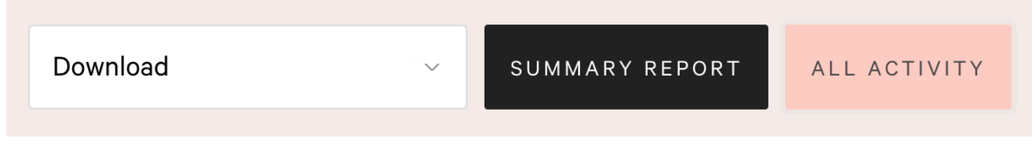
Quickly generate digital showroom reports to share important stats and activity with your clients or team.

SUMMARY REPORT

- Click ‘Sample Tracking’ from the navigation bar.
- Click ‘Reports’ from the sub-navigation.
- You will automatically land on the ‘Summary Report’ page. This page gives you an overview of your sample collections ncluding **average loan time, total samples and total samples on loan**. You can also scroll or search through all samples to view the number of requests and borrows each item has had.

ALL ACTIVITY

- From within ‘Reports’, click ‘All Activity’ from the peach panel.
- Search or filter all results by brand, date range, racks, publications or sample status.
- Click ‘Download’ to export all or filtered activity as a CSV.



If you need help navigating Flaunter please see access Help

or contact support@flaunter.com.

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