

# THE AUTUMN FAIR 2004 REVIEW

## DESIGN COMPANY OF THE MONTH

Rare Basics, formed in 1990, are a leading supplier of accessory display stands. They provide display solutions for clothing, jewellery, and other accessories such as handbags and shoes.

The company strives to design displays that emphasise the product on display. This fills a large gap in a market where people often overlook the need for quality displays, relying entirely on their products to sell themselves. Rare Basics believe that this is a flawed approach and have therefore designed many new and exciting products.

It is also believed within this innovative company that the quantity on display is not the key to selling accessories. Rather, it is better to place greater emphasis on a smaller number of products, thus reducing confusion and the feeling of being overpowered when looking at potential purchases.

The jewellery market itself is also recognised by Rare Basics as being a constantly changing market. Where our Grandmothers may have previously reached for the pearls when planning an evening out, this is no longer the case. Instead, women look at their outfits as a whole, buying clothes, shoes, bags and jewellery to match. It is therefore essential that displays offer a taste of the final look on the customer. This is achieved by using body form displays that emphasise, say, how a necklace sits on the cleavage. Rare Basics also produce rear view displays for necklaces that have detail on the



back, which is becoming increasingly popular with low back dresses becoming more fashionable.

Rare Basics are not however limited to these types of displays. In fact, they will produce any bespoke display according to the image that their customers wish to portray. Those customers include some of the biggest names in fashion including Selfridges, Rigby & Peller, Debenhams and Marks and Spencer to name just a few. Within their range, Rare Basics also produce full length mannequins, reflective glass box displays which allow a single shoe to become a pair, and mirrored cube units (which allow an all-round perspective of the products being displayed inside)

and reflective tables. For jewellery, they also produce tall cones and blocks, produced from velvet finish self-healing foam which means that the display can be used time and again whilst retaining the 'new' look. The cones allow necklaces, bracelets and rings to be displayed together and the blocks allow longer and larger necklaces and earrings to be displayed easily and effectively. The ethos of Rare Basic's work is their belief in the ability to sell a product by its display. Ladies' accessories are supposed to be glamorous, often sparkling and always noticeable. A good display emphasises these properties and allows customers to see products at their full potential. When visiting the Rare Basics stand at the Autumn

Fair at the NEC, it was impossible to miss. The staff at Rare Basics are extremely enthusiastic about jewellery and other accessories and this is clearly passed on to their display products. There is no doubt that they deserve their place as a leading producer of such displays. Many of their clients have reported an increase in sales as a result of their products being displayed on Rare Basics' collection.

For more information on Rare Basics, call 0208 348 9888, or view their website at [www.rarebasics.com](http://www.rarebasics.com)

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