

Merch

What Is It?

- Merchandising, also known as Merch, is an exuberant industry to have your stake in. Estimated to be over \$25 trillion dollars per year, merch is usually connected to Retail Sales, which is the practice of selling branded products to customers and consumers. Merchandising refers not just to the sale, but also the displaying and presentation of products that result in encouraging people to buy.

Why Do We Need It?

- Focusing closely on the apparel and clothing section of merchandising, there's an intrinsic human relationship between us and our fashion. Style is a way to say who you are without having to speak. The printed t-shirt is one of the most popular items of clothing in the world; over 2 billion shirts are sold each year. T-shirts are essential for men, women, and children and the global sales have reached over \$1.9 trillion dollars.

Who Uses It?

- About 62% of Americans claim to own ten or more shirts, which is enough shirts to circle the globe 34 times if lined up next to each other. Fashion has a strong ability to change and shape our lives through its personal connection to us all. Since everybody wears clothes, each piece of clothing we buy represents a firm personal choice. Every year millions of t-shirt donations are auctioned off by the pound and exported to disadvantaged people.

How Does It Work?

- Merchandising is about more than just creating a casual line of clothing, merch is produced by world-renowned luxury brands, and there are many different printing processes for custom designed shirts. Merch is extremely lucrative because people prefer to wear modern looks composed of a unique design and trendiness for seasonal or timeless wear.

Summary Call To Action.

- The global market for Merch and Retail is projected to reach over \$30 trillion U.S. dollars by 2024 due to its ability to increase brand appeal to customers. Merchandising is very tactical, when done right, profitability is enhanced through more marginalized dollars allowing for controlled costs and productivity.
- You can benefit from receiving portionalized revenues from profits we make in the Merch industry by being a member of our "BRIODS Equity Futures Program".

Learn More Here // Email: briods.corp@gmail.com