

11 Types of Virtual Trunk Shows Every Jewelry or Product Maker Must Try

Welcome!

Hello M'Dear,

It's an exciting time to be designing jewelry and creative products. In the past year our industry has experienced a massive shift!

Many of our old tried-and-true methods of selling our products just aren't working as well anymore, or at all. Art fairs, trunk, and trade shows have been cancelled left and right, and even when they do happen, the turnout of eager customers is pretty slim.

With more people staying home and shopping online, as an industry we've had to experiment and evolve with the changing trends. The good news is, just because folks are staying home, doesn't mean they don't want to buy!

So, it's time to meet your customers where they're at and take your offline sales ONLINE with Virtual Trunk Shows.

In this guide, we'll outline 11 of the most popular ways to create a virtual sales experience that will not only "wow" your customers, but even help you make more sales than you normally would at an in-person event!

Here's to continuing to grow online!

Tracy and the Flourish & Thrive Academy Team

What Is a Virtual Trunk Show?

Let's start with the basics. A standard trunk show is when a jewelry or product brand creates a display of all their products for sale in a specific, physical location. Typically this could be a brick-and-mortar store, hosted at someone's house, at a convention, or arts fair. They're designed to make it easy for customers to peruse and buy amazing pieces.

A virtual trunk show has the same goal and basic elements: making it easy for shoppers to buy from a jewelry brand. The only difference is that instead of getting in a car to go somewhere to check out the jewelry, all customers have to do is get online and join in virtually. It's essentially taking an event that would normally happen in person and transforming it into an online shopping experience.

The 2020 COVID-19 pandemic significantly disrupted the ability to host in-person trunk shows, marking a steep rise in popularity for virtual shows. With health concerns making shoppers wary of going in-person to view and purchase jewelry, an online shopping experience is not only a socially conscious solution, but a business-savvy one, too. More people than ever turn to online shopping as their first choice, and brands who are doing virtual trunk shows well are creating amazing shopping experiences and making incredible sales.



A close-up, slightly blurred background image of a jewelry display. It features several gold-colored chains and pendants hanging from a stand. One prominent pendant is a large, teardrop-shaped, textured stone. The background is dark and out of focus, showing more jewelry and display elements.

Why They Work

Not sure if virtual trunk shows are the right strategy for you? We've seen so many students host successful virtual trunk shows, whether it's their very first attempt, or a weekly event. The best part about it is that there are many different ways to create a virtual trunk show, meaning you can pick the type of show and strategy that best speaks to your creative brand. We'll be diving into each type of virtual trunk show later on in the guide.

Here are just a few of the incredible results our students have achieved by putting on their own virtual trunk shows:

- ☐ Shehana Kimiangatau sold \$39,000 worth of fine jewelry for her virtual birthday event. She invested 10 hours of work to prepare for the virtual trunk show and only a two hours sales window. Wow!
- ☐ Lisa Lehmann regularly hosts virtual trunk shows through Facebook Live and shared that she recently sold \$7,000 worth of product in just a two hour window. Her secret? Figure out ways to make it fun and entertaining so it's more of an experience rather than a transaction only.
- ☐ Flourish & Thrive Academy Momentum students, Jeanna and Jared Rushton, pulled in more than \$8,000 over the Black Friday / Cyber Monday weekend with their virtual trunk show strategy.



Types of Virtual Trunk Shows

Just like every jewelry brand is different, there's no one-size-fits-all solution to a virtual trunk show. This means that you can customize your virtual show to fit your brand's unique personality and needs. In this guide, we'll be outlining 11 of the most popular types of virtual trunk shows. These include:

1. Sample Sales / Excess Inventory
2. New Collection Launch
3. One of a Kind Collection Releases
4. Take Your Art Show Online
5. Take Your In Person House Parties Online
(Sip n' See or Pop Up Parties)
6. In-Store Events
7. Collaborative Trade Shows
8. Virtual Styling Sessions
9. Private Shopping Parties for VIPs
10. Custom Design Development
11. Holiday Themed Events



1. Sample Sales / Excess Inventory

Our number one suggestion for virtual trunk shows is hosting a virtual sample sale. A sample sale is when a designer takes all the samples from an old collection or extra inventory that's leftover from an old season and they sell it for a very discounted price. This is a smart way to liquidate inventory, and get rid of old stock. In addition to you getting paid to do a little spring cleaning, customers generally get very excited about these types of sales and will be more likely to purchase multiple items.

There's also always the opportunity to upsell customers on custom work to modify a sample sale item. In Episode 267 of the Thrive by Design podcast, Lisa Lehmann shared her experience with this tactic. She sold old stones and was later commissioned for custom work for the customers,

2. New Collection Launch

So you've designed a stunning new collection for the upcoming season. Why not launch the collection with a virtual trunk show? This is a perfect way to create excitement around your new launch and provide your customers with an interactive view of the new pieces. Consider hosting a private virtual trunk show for VIPs on your email list, or strong store partnerships you sell to. This is a great way to get engagement online, sell your products, and get people excited about your new collection during a launch.

3. One of a Kind Collection Releases

Many of our designers launch their one of a kind collections using a virtual trunk show. This means that each month they'll host a virtual trunk show in conjunction with a new one of a kind collection release. Many designers encourage sales at these events by offering an added incentive, bonus, or opportunities to win free jewelry and products for those who purchase from the virtual trunk show. This is also a great way to create a community of repeat customers.

4. Take Your Art Show Online

Most art shows are either still cancelled or have much lower attendance rates. This virtual trunk show idea can help you fill that gap. Just as you'd attend a collaborative art show in person, you can recreate a similar experience online. Invite two or three other designers or creative product makers to partner with you to host a virtual trunk show. The collaboration not only helps with sharing the workload, but you'll also be exposed to the audience of the other artists which can lead to more sales!

5. Take Your In Person House Parties Online

House parties are another trade show event you can easily take virtual. In an in-person situation, you'd typically ask a friend to co-host a party with you. They'd invite a group of their friends and everyone would enjoy drinks and snacks while perusing your collections. This event is great to help broaden your audience in a fun and relaxed environment. The same concept can work in a virtual trunk show scenario, too. Simply move the event online, and encourage everyone to (virtually) enjoy a glass of wine together as well.





6. In-Store Events / Trunk Shows

Ever partnered with a retail store to host a pop-up trunk show in their shop or at a special event? In-store events are an easy way to create new fans and sell more jewelry by tapping into the retail store's existing customer base. This concept can also work online. Particularly if the store is active on social media or their website, you might even have access to an even greater number of potential customers by hosting your event virtually with them.

7. Collaborative Trade Shows

If your goal is to target wholesale buyers, this virtual trunk show is for you. Just because many wholesale trade shows have been cancelled, doesn't mean they aren't interested in buying. After all, people still need products to sell on their online stores or in brick and mortar retail stores. Get creative and bring the trade show to the buyers virtually. Connect with several of your contemporaries in the field together and develop a presentation of each of your collections to help drum up interest.

8. Virtual Styling Sessions

Book virtual styling sessions with your clients in the hopes of landing some serious upsells! Virtual styling sessions are pre-set consulting and buying experiences that allow individual access and time to consult with clients. This makes it easier to suggest relevant upsells.

Here's an example of how this would work. One of our students would sell a virtual styling session for \$500. The session comes with a set amount of jewelry, so the customer can pick the jewelry that they want. The one-on-one environment makes it easier to get connected with customers and make thoughtful suggestions for additional pieces that might compliment the ones purchased as part of the session. If done strategically, you could end up selling almost double the amount of the initial session.

9. Private Shopping Parties for VIPs

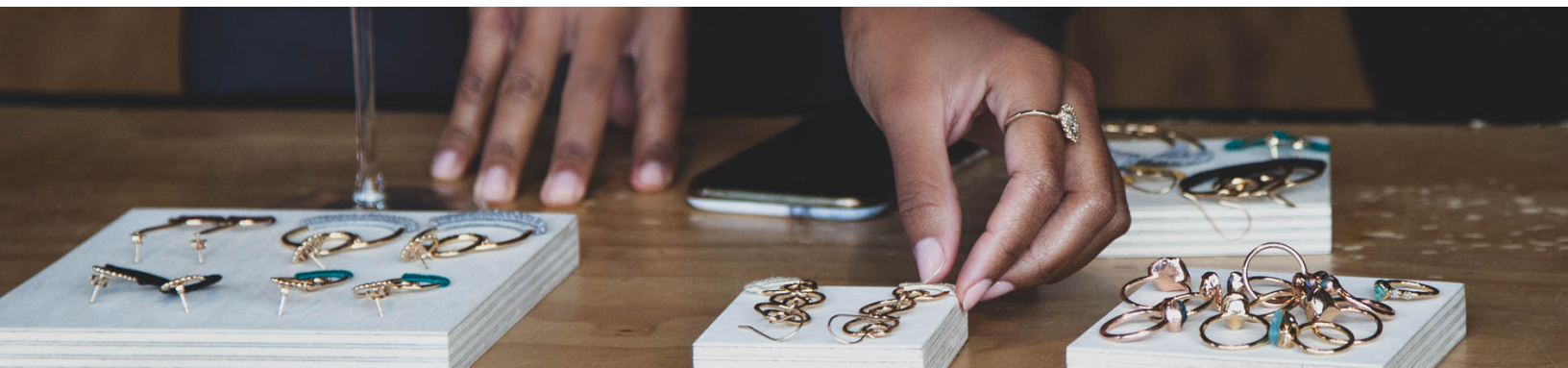
Identify your top buyers or biggest fans in your audience. These are people who have bought from you before and absolutely love your work. As a show of appreciation to them, you can host private shopping parties where they receive either a ‘first look’ at a new collection or a special incentive or discount exclusive to them. This is a great way to reward people who are fans of your work and encourage them to continue to buy from you over and over again.

10. Custom Design Development

A virtual trunk show idea for advanced designers is custom design development. This is ideal for the experienced designer who is confident in showing off their skills and willing to put in the work to coordinate the event. The idea is to have a set of raw materials or loose stones that are assigned for use in the event. The customers can peruse the materials available and buy what they’d like. Then, you’d walk them through their custom design experience during the virtual trunk show. Talk about a serious, “wow” factor!

11. Holiday Themed Events

Finally, get into the holiday spirit by creating a themed virtual trunk show. Take time to understand your audience and which special occasions they are most likely to be inspired to buy from you. Whether it’s Black Friday, Valentines or Galentine’s Day, Mother’s Day, Your Birthday, or Christmas, there are so many creative ways to play into the festive seasons. Bonus points if your collections hint at the holiday, too!



What's the Right Virtual Trunk Show for You?

There are so many incredible virtual trunk show options to take advantage of for your business, but it can often be overwhelming to figure out which one is the best fit for your business. Here are a few questions to ask yourself to help you determine the right trunk show for you.

5 Questions to Determine the Right Virtual Trunk Show for You:

- ☐ Do I have excess products or old collections I'd like to clear out of storage?
 - If you answered YES, a Virtual Sample Sale might be the right choice for you!
- ☐ Do I have any personal connections with retailers or wholesalers to leverage?
 - If you answered YES, a Virtual In-Store Event or Collaborative Trade Show could be your perfect opportunity!
- ☐ Are there any colleagues that I'd like to partner with?
 - If you answered YES, you might be best suited for an Online Art Show or Collaborative Trade Show.
- ☐ Would my friends be open to hosting a virtual pop-up event on my behalf?
 - If you answered YES, consider trying a Virtual House Party or Holiday Event.
- ☐ Do you have an existing pool of excited VIP customers?
 - If you answered YES, try out Virtual Styling Sessions, Private Shopping Parties for VIPs, or Custom Design Development sessions.

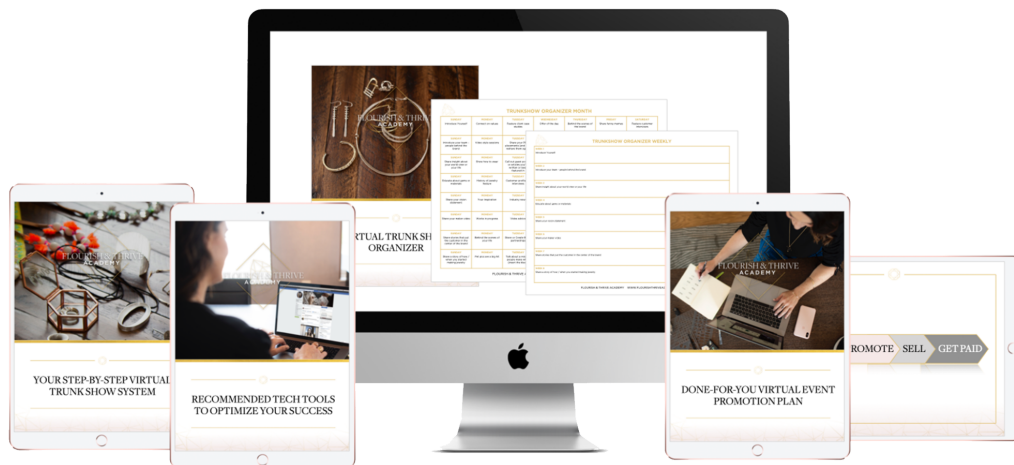
Let's Get Started!

Now that you have all these amazing ideas, all that's left is to pull it off without a hitch and take your offline event online! Great virtual trunk shows take a little bit more effort than just a clever idea, though.

You'll need to determine what platform you'll be hosting your show, the most strategic time to plan it for, and develop a marketing plan to ensure you have an amazing turnout of eager customers.

Not sure where to start? The Virtual Trunk Shows That Sell done-for-you bundle helps you take the guesswork out of hosting your first or next virtual event so that you can spend more time selling your jewelry and less time stressing about the logistics. Discover how to simply promote, plan and execute a stress-free virtual sales event with more attendees and awesome sales when you download your copy!

VIRTUAL TRUNK SHOWS THAT SELL DONE-FOR-YOU BUNDLE



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