

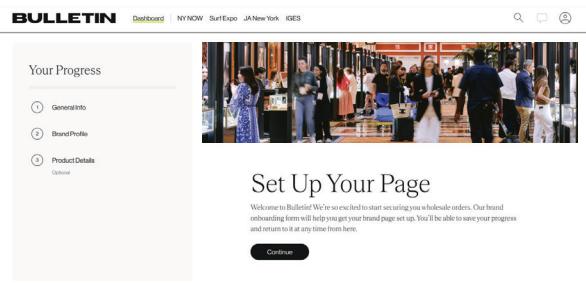
# COUTURE

POWERED BY **BULLETIN**

The new online COUTURE Directory will make discovering your brand easier than ever before. This “Cheat Sheet” offers tricks and tips to make the most impact with buyers and editors who can now browse your collections in advance of the show.

## THE BASICS

To maximize your presence at COUTURE follow just TWO steps to display your Brand's profile to retailers.

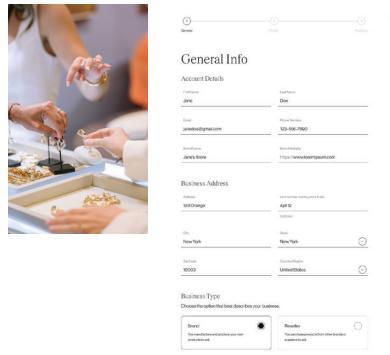


### STEP ONE →

#### GENERAL INFO

Contact and Brand information

 Your Brand Name is displayed on your online profile and in the event app; be sure to use your consumer-facing name.

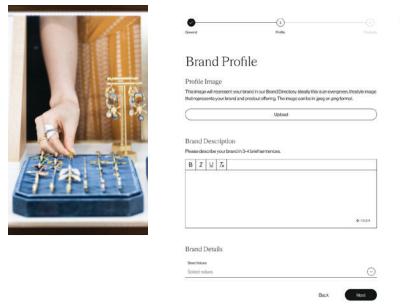


### STEP TWO →

#### BRAND PROFILE

Profile image, Description, and Details

 The on-boarding wizard only requires standard information during setup. To make your profile more robust, head to the dashboard, with this guide, to add more details.



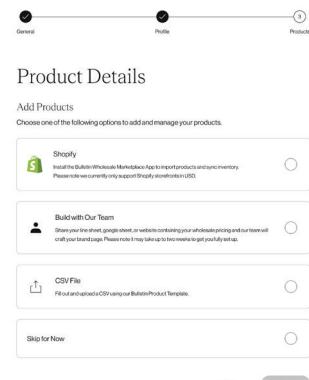
## THE ENHANCEMENTS

The Basics gets your profile displayed in the COUTURE Directory. However, we know you want to stand out. The Enhancements add your products to the searchable directory.

### STEP THREE →

#### UPLOAD YOUR PRODUCTS

With one of the following options.



#### SHOPIFY

Install the Bulletin Wholesale Marketplace App to import products and sync inventory. Share your line sheet, Google sheet, or website containing your wholesale pricing and our team will craft your brand page. Please note it may take up to 4 weeks to sync products.

#### BUILD WITH OUR TEAM

Share your line sheet, Google sheet, or website containing your wholesale pricing and our team will craft your brand page.

#### CSV FILE

Fill out the [Bulletin Product Template](#) with your product details for an easy upload.

 Currently, the Shopify integration works for U.S. retail stores with consumer pricing. A guide on [integrating your Shopify to your directory](#).

 It may take up to two weeks to get you fully set up. For more insights on this complimentary feature.

 Your file will not upload if it is not in the format of a .CSV file. Check out this [guide for a step-by-step](#).

**NEED HELP? CONTACT US:**  
**SUPPORT@BULLETIN.CO**

## COUTURE ONLINE DIRECTORY

MAY 27 | 6PM – MAY 31, 2026  
Wynn Las Vegas