



# Samantha Holmes

softly, naturally, ethically since 2003

Welcome you to our 2024 alpaca clothing and gifts collection which started life on my kitchen table in Linlithgow in 2003!

We're an innovative Scottish brand specialising in luxuriously soft alpaca wool accessories. Our products are simple and versatile, in an array of colours inspired by the rugged mountainous scenery of Wester Ross. Each design is beautifully made and finished by hand by our artisans in Peru where alpaca is the centre of a rich textile heritage and was once treasured by Inca Royalty.

Alpaca is a species of camel which has inhabited the high plains of the Andes of South America for at least 6000 years, spanning the borders of Peru, Bolivia and Chile. This area, known as the Altiplano, is about 4000 metres above sea level. Alpacas have adapted to living at such high altitudes, developing a fine micron hair with a hollow fibre which is exceptionally insulating. So why choose alpaca? Here are 7 good reasons:

- Buttery softness – uniquely smooth and silky
- Hard-wearing and doesn't pill or bobble
- High warmth to weight ratio compared to other wools
- Natural, hypo-allergenic & low prickle factor
- Moisture-wicking & anti-microbial
- Squashes to nothing and bounces back uncreased
- Alpacas are eco-friendly (see overleaf)

Our collections are stocked by independent retailers throughout the world.

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## 6 reasons why Alpacas are good for our planet

- Alpacas tread lightly on this earth. They have dainty soft padded two toe feet unlike other grazing herds. This helps prevent trampling plants and eroding fragile hillside.
- Alpacas eat gently. While many grazing animals pull the grass up by the roots with their teeth, alpaca just nibble the tips, carefully leaving the roots intact so plants can regrow.
- Alpacas are abstemious and only eat what they need. They consume less than half the amount per day that sheep do and like other camels, they don't need to drink much either!
- Alpaca wool doesn't contain lanolin and therefore needs much less processing than sheep's wool. No harsh chemicals and very little water needed.
- Alpaca poop is very rich in nitrogen and potassium compared to other herds, making it an ideal fertiliser! It's also easy to pick up as alpaca like to poop in one place!
- Alpaca wool is 100% Biodegradable and Renewable, meaning it can decompose naturally and can be regrown by the animal. It's also a durable and long-lasting material that can replace synthetic fibres that contribute to the pollution of our planet. You could successfully compost one of our cardigans, although we'd prefer you to wear it for as long as possible first!

# How to browse / How to order

## Samanthaholmes.com

We recommend you browse our range on our website [www.samanthaholmes.com](http://www.samanthaholmes.com). If you've not applied for a trade account before, please do so via the Trade Login – top right of our home page. If you're an existing account, sorry, you may need to reset your password – shiny new website security! Once you are approved (usually takes less than 24 hours), you can browse our prices and place an order.

### United Kingdom:

Minimum Order UK £175

Carriage £18 + VAT – Carriage Paid Threshold £500

New Customers – Pro Forma, Established customers – Net 30 days

### European Union:

Minimum Order €200 | Carriage €22–€30. Pro Forma only

### Non European Union (inc Switzerland and Norway):

Minimum Order €250 | Carriage €50 | Pro Forma only

### ROW. Our main export markets outside Europe are USA and Canada:

Minimum Order \$250 | Carriage POA | Pro Forma only.

We also have a storefront on online wholesale platform, [Faire.com](http://Faire.com).

## Faire.com

Faire is the market leader among online wholesale platforms. We've been growing our business in the US with them since 2019. They are well established in the UK too.

### Key Benefits

- 60-day payment terms (credit check dependent)
- Free returns for first year
- 50% off the first order & 1 year of free shipping\*

\* Only retailers new to Faire. Maximum discount £150. Offer must be used within 7 days of retailer sign up. Offer expires 10 April, 2024.

We manage the stock and despatch in the same way as we do when you buy from us directly and we control who we supply. Faire are a bit like a matching service. They help brands find the right type of shop, and shops, the right sort of brand! A plus for us is that we get paid within 30 days without having to debt chase! And, provided you order via the link below, Faire charge us 0% commission, otherwise it's 25%. Do please email [sam@samanthaholmes.com](mailto:sam@samanthaholmes.com) if you have any queries!

Faire is also running its annual Winter Market from 23–25 January with the following exclusive discounts (which, yes, apply on top of the above):

- 4% off orders over \$or€250 (approx £200)
- 6% off orders over \$or€450 (approx £360)
- 8% off orders over \$or€650 (approx £515)

And one last point, If you buy from other Faire brands, it's worth considering joining the Faire Insider Programme for £14.99 per month (€ or \$ 19.99 per month) as it gives you FREE carriage, and reimbursement of import duties from some overseas brands. There's a 30 day free trial for you to test it out.

We are not matching the discounts currently offered by Faire on our website. Please go ahead and enjoy the extra profit margin while it's on offer! Just we'd be grateful if you'd honour our RRSP and recommended mark-up of x 2 plus VAT and please use the link <https://faire.com/direct/samanthaholmesalpaca> so Faire don't charge us commission.

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We realise this is quite a lot to take in if you're new to the industry, so please do come back to us with any queries. You can reach us on +44 (0)1436 676777 or email us [sam@samanthaholmes.com](mailto:sam@samanthaholmes.com) or [gayle@samanthaholmes.com](mailto:gayle@samanthaholmes.com).

Thank you!

Wishing you and your business all the best for 2024 and we look forward to you becoming a Samantha Holmes stockist!

Sam and Gayle

PS For behind the scenes and new product announcements, please follow our Instagram page [@samanthaholmes.alpaca](https://www.instagram.com/samanthaholmes.alpaca) or Facebook [@SamanthaHolmesAlpaca](https://www.facebook.com/SamanthaHolmesAlpaca)

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