



Q&A with Peter Huston, Brand President, Fusion Specialties Inc.

companies to become part of what we believe to be the industry's only truly global mannequin company. Today, our corporation can offer four major brands, production, warehousing and customer service on three continents: North America, Asia and Europe. We have a deep, broad offering of product to fit any retailer's or brand's need, anywhere in the world.

personify their brand. We think about it this way: "If your brand were a person, what would she look like?" Retailers and brands need to differentiate themselves at every point of customer contact. We believe that custom mannequins are a critical differentiator, as they quite literally put shape to a brand image.



Exclusively for Kate Spade Saturday

Q How would you describe your business in one sentence?

A We create custom mannequins to help personify our customers' brands.

Q How different does your company look today from five years ago?

A Frankly, it has been a great five years for Fusion. We weathered the economic challenges of 2009 and quickly returned to record revenue. As our customers have begun to look outside the United States to expand, we have positioned ourselves to be their partner in that growth. Twice, we have successfully merged with other mannequin

Q What differentiates your company from competitors in the marketplace?

A Fusion seeks to differentiate ourselves at every turn. Sometimes it is easier to contrast what we do not do: we don't participate in tradeshow, or have a show room, or sell from a catalog, or rely on third parties to make our product. Instead, we prefer to act more like a marketing agency and help our customers better define themselves at-retail by giving shape to their brand. We want to be a partner in their business. To do this, we have some of the most talented sculptors in the industry; actively participate in the creative process; create custom presentations to help our clients communicate internally; and innovate perpetually with not only our products, but also our processes. But, ultimately, it comes down to our relationships and outstanding customer service. That is what we value most as our greatest differentiator.

Q What is your company's philosophy toward customization?

A Custom work is the life-blood of the Fusion brand. In fact, 90 percent of our sales come from custom design that is proprietary to our customers. We believe this model provides the best long-term value and builds deep and lasting relationships. Fusion focuses on helping our customers

Q Are you seeing more or less collaboration in the industry?

A There has always been collaboration to a degree. After all, any company focused on meeting their customers' needs will be resourceful in achieving that goal. Fusion has partnered with a fixture manufacturer in Asia for the past seven years. Together, we are now introducing our proprietary E-Flex mannequins to the China market. I am sure the industry will see more alliances and even some consolidation as the market becomes more global every year.

Q What are your predictions for the industry in 2014?

A We are very optimistic. We have a lot of momentum right now in our core business and will be introducing a new brand, POP mannequins, to fill a niche of value-oriented fashion mannequins with strong design integrity. It makes no sense to fret potential economic or competitive conditions one cannot control. We prefer to position ourselves in a place where our customers know they can rely on us regardless of trends or economic conditions.

fusion
molding relationships

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