

Gallery Direct AU Stock — Trade Buyer Cheatsheet

31 units · 7 unique SKUs · designer lighting and occasional furniture (Gallery Direct / Casa Bella). Stock held at Newcastle NSW 2300, available for inspection by appointment. Whole-lot trade sale — sale 'as is', buyer assumes resale risk.

TOTAL UNITS	LOT TRADE PRICE	UNIQUE SKUS	AVG UNIT PRICE
31	AUD \$5,646.90	7	AUD \$182.16
RRP VALUE	AVG DISCOUNT VS RRP		
AUD \$24,949	77%		

A. Occasional Furniture — 2 SKUs | 2 units | AUD \$264.76 trade lot

Designer-attributed occasional pieces. Kildare magazine rack is significantly underpriced vs House of Isabella at \$695. Torrance side table priced at \$499 for storefront margin even though Freedom carries a similar piece at \$315 — Gallery Direct attribution and finish carry the premium.

SKU	DESCRIPTION	QTY	TRADE UNIT	RRP	LOWEST COMP	BUYER MARGIN
KILDARE-MAG	Kildare Magazine Rack 460x460x550mm	1	\$175.48	\$1,099	\$695	\$520 (75%)
GD-TORR-SLV	Torrance Round Side Table Silver 500x500x550mm	1	\$89.28	\$749	\$315	\$226 (72%)

KILDARE-MAG: lowest comparable price \$695 via House of Isabella · **GD-TORR-SLV**: lowest comparable price \$315 via Freedom (Lodwar equiv.)

B. Designer Lamps — 5 SKUs | 29 units | AUD \$5,382.14 trade lot

Bright Nickel / Polished Nickel cast bodies with velvet/fabric shades. Gallery Direct + Casa Bella attribution. Highest-velocity category — Ritz at 10 units provides bulk movement, Winslet teal/grey range carries the strongest gross margins.

SKU	DESCRIPTION	QTY	TRADE UNIT	RRP	LOWEST COMP	BUYER MARGIN
WINSLET-T	Winslet Table Lamp Bright Nickel Teal Velvet Shade	5	\$279.80	\$959	\$714	\$434 (61%)
WINSLET-G	Winslet Table Lamp Bright Nickel Grey Velvet Shade	3	\$190.65	\$959	\$714	\$523 (73%)
GD-SIM-PN	Simeto Table Lamp Polished Nickel 60W E27	6	\$240.00	\$1,199	\$297	\$57 (19%)
CB-COR-WAL	Casa Bella Corvina Table Lamp Walnut/Silver/Taupe	5	\$171.89	\$689	\$355	\$183 (52%)
GD-RITZ-CHA	Ritz Table Lamp Bright Nickel Charcoal Shade	10	\$111.17	\$479	\$199	\$88 (44%)

WINSLET-T: lowest comp \$714 via Urban Lighting · **WINSLET-G**: lowest comp \$714 via Urban Lighting · **GD-SIM-PN**: lowest comp \$297 via eBay (dan-4008) · **CB-COR-WAL**: lowest comp \$355 via Living Styles · **GD-RITZ-CHA**: lowest comp \$199 via Harvey Norman (Biarritz equiv.)

Pricing methodology: Trade unit prices reflect the per-line allocation for whole-lot bulk acquisition — stock is not broken up for cherry-picking. RRP shown is manufacturer recommended retail as published by Gallery Direct / Casa Bella. Lowest comp shows the lowest verified Australian retail price for the same or directly comparable SKU at time of writing. Buyer margin is calculated against the lowest-comp benchmark — the most conservative resale floor available — and does not yet deduct any onward marketplace fees, freight, or storage cost the buyer will incur.

Buyer due diligence: Stock sold 'as is' ex-Newcastle NSW 2300. Buyer responsible for verifying suitability and resale legality. Australian Consumer Law guarantees apply to end-consumer retail sale — trade-to-trade bulk sale carries materially reduced statutory exposure. Condition: new (other) — units wrapped in original protective plastic with manufacturer documentation; original manufacturer boxes not retained. Lamp fittings ship plug-and-play with standard AU 240V flex, moulded plug and E27 lampholder — no electrical install required.