

BARBARINA

SHOWROOM



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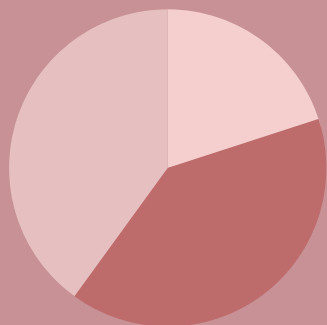


COMPANY PROFILE

FOR 10 YEARS BARBARINA COMPANY HAS AN IMPRESSIVE BACKGROUND BY DISTRIBUTIONAL CHANNELS MANAGEMENT. THE KEY FACTORS OF OUR SUCCESS ARE PEOPLE. THEIR EXPERIENCE, PROFESSIONALISM, COMMITMENT, RELIABILITY AND CREATIVITY ARE THE BACKBONE OF OUR BUSINESS.

BARBARINA TODAY:

- THREE MULTIBRAND STORES BARBARINA LOCATED IN MOSCOW
- E-SHOP WITH DELIVERY THROUGHOUT RUSSIA AND CIS (WWW.BARBARINA.RU)
- SHOWROOM IN THE CENTER OF MOSCOW
- WAREHOUSE
- OVER THAN 150 ACTIVE WHOLESALE CUSTOMERS
- OVER THAN 30 000 B2C CUSTOMERS



- RETAIL 40%
- WHOLESALE 40%
- E-COM 20%



BRAND SYSTEM

Mission

- HIGH QUALITY SERVICE OFFERED
- INDIVIDUAL APPROACH TO EACH BRAND

Strategy

- MULTICHANNEL DISTRIBUTIONAL DEVELOPMENT FOR THE BRAND

Principles

- PARTNERSHIP
- RESPONSIBILITY
- QUALITY OF SERVICE OFFERED
- FOCUS ON THE BRAND
- VALUE FOR MONEY

OUR SERVICE

FOR YOUR EFFECTIVE BUSINESS DEVELOPMENT WE CAN PROVIDE:

- SHOWROOM & WAREHOUSE IN THE CENTER OF MOSCOW
- PERFORMING BRAND AT MOSCOW INDUSTRY EXHIBITIONS
- LOGISTICS
- CERTIFICATION
- CUSTOMS CLEARANCE
- MARKET ASSESSMENT, ANALYSIS AND FIELD SEARCHING
- CATEGORIES, COMPETITORS STUDYING
- BRAND POTENTIAL, STRATEGY BUILDING AND POSITIONING
- PLANNING DISTRIBUTION DEVELOPMENT
- SEARCHING, SELECTING AND SCREENING POTENTIAL PARTNER
- WHOLESALE ASSISTANCE
- E-COM



E-COM



LAMODA

ONE OF THE LARGEST
ONLINE STORES IN RUSSIA
IT IS PART OF THE GLOBAL
FASHION GROUP.



WILDBERRIES

MARKETPLACE OF CLOTHING,
FOOTWEAR, ELECTRONICS,
CHILDREN'S GOODS,
HOUSEHOLD GOODS.



YANDEX
MARKET

MARKETPLACE, SERVICE
FOR THE PURCHASE OF
GOODS. ONLINE STORE
FROM YANDEX.



OZON

THE OLDEST RUSSIAN
ONLINE STORE; THE
SECOND LARGEST ONLINE
STORE IN RUSSIA.

FRANCHISING



CONSULTANCY SERVICES & DEVELOPMENT
FOR BRANDS IN THE FIELD OF FASHION

- MARKET SEARCH, ANALYSIS
- RETAIL NETWORK STRATEGY BUILDING AND POSITIONING
- PLANNING FRANCHISING DEVELOPMENT
- IMPLEMENTING STORE FORMAT
- SEARCHING, SCOUTING, SELECTING AND SCREENING POTENTIAL FRANCHISEES
- MANAGING STOCK
- TRAININGS
- CUSTOMER SERVICE, CRM SYSTEMS
- VISUAL MERCHANDISING

OUR STORES



PARTNERS

POURCHET
PARIS



СТОКМАНН



Sergio Tacchini

ALVIERO MARTINI
1^A CLASSE

NO ONE

HEINEMANN
DUTY FREE



MARIO VALENTINO

АЭРОФЛОТ
STYLE

Baldinini

ЦУМ
БОРОЕЖ



ВЯТКА
ЦУМ

АЭРОФЛОТ
Premium

BIKKEMBERGS

POLLINI

la moda



Market

OZON

WILDBERRIES



Laura Biagiotti

LePARMENTIER
PARIS

LANCASTER
PARIS

CONTACTS

Showroom

FRIDRIHA ENGELSA STR,
75/10, MOSCOW-RUSSIA

Contacts

INFO@BARBARINA.RU
WWW.BARBARINA.RU
+7 495 772 30 22
MOB: +7 926 235 55 58

Chief

LITVINOVA DIANA