



BARBARINA

SHOWROOM

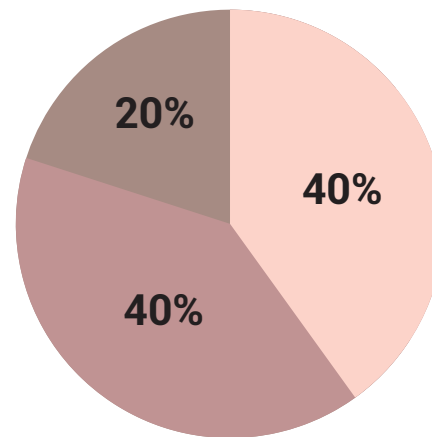
PORTFOLIO

COMPANY PROFILE
MISSION • STRATEGY • THE BASIC PRINCIPLES
BRAND SUPPORT
FRANCHISING
STORES
E-COM
OUR PARTNERS
CORPORATE INFO

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.

**STRUCTURE BY
SEGMENTS TODAY**



RETAIL 40%

WHOLESALE 40%

E-COM 20%

- Three Franchising Stores Located in Moscow – LANCASTER (First boutique in Russia, 2019)
- E-shop with delivery throughout Russia and CIS (www.lancaster-shop.ru)
- Showroom in the center of Moscow
- Warehouse
- Over than 150 active wholesale customers
- Over than 30 000 B2C customers

MISSION • STRATEGY • THE BASIC PRINCIPLES

MISSION

- HIGH QUALITY SERVICE OFFERED
- INDIVIDUAL APPROACH TO EACH BRAND

STRATEGY

- MULTICHANNEL DISTRIBUTIONAL DEVELOPMENT FOR THE BRAND

THE BASIC PRINCIPLES

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

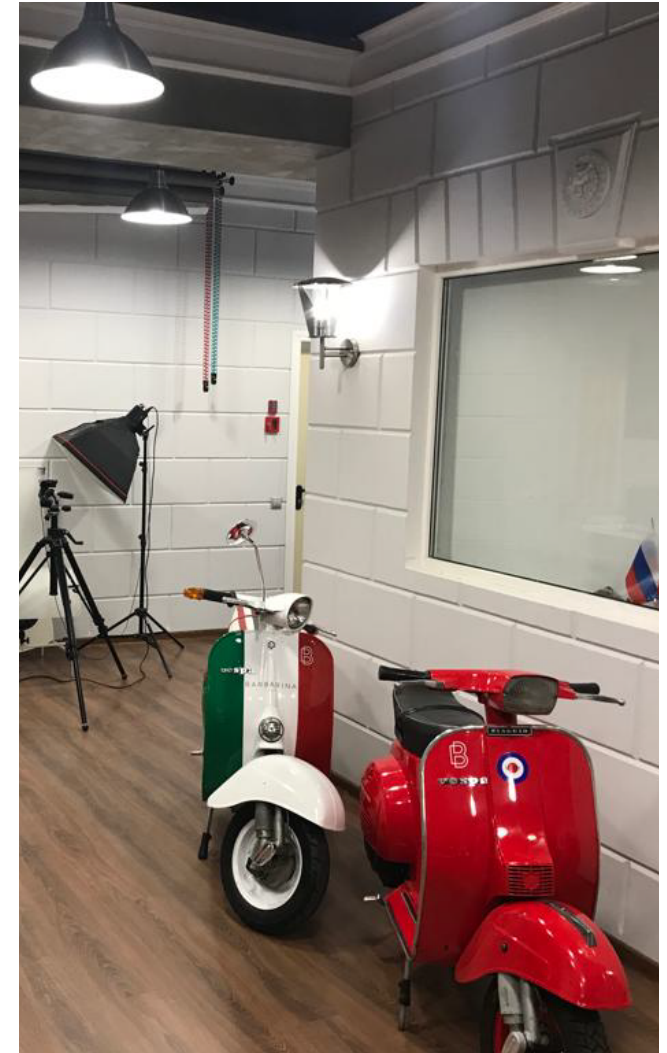
BRAND SUPPORT

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



SHOWROOM



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

STORES



E-COM

OZON

lamoda

WILDBERRIES

Яндекс  Маркет

OUR PARTNERS



CORPORATE INFO

Showroom Barbarina

Fridriha Engelsa str, 75/10

Moscow-Russia

Chief of development

Litvinova Diana

info@barbarina.ru

www.barbarina.ru

+7 495 772 30 22

Mob: +7 926 235 55 58