

PRESENTATION



ULTRA-MODERN FASION & STYLE FOR CHILDREN



HISTORY

Our company KIDSMODA was founded 12 years ago with the European brands of children wear .

Today KIDSMODA is a dynamically developing company, one of the market leaders in Russia, innovative and progressive, where everybody are committed to success and growth.

We are the company with 20 employees and turnover of about €2.5 million per year. We are highly creative and dedicated to our business, our clients and our partners. We are a “family company” where each person values others’ interests and ideas.

We donate a Home for abandoned children trying to help them feel themselves more confident.

We learn every day exploiting new possibilities for the growth.



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PARTNERS

We work together with great partners in Austria, Denmark, Holland, Italy, Spain:

- WALTER MOSER DESIGN Gmbh (Austria) – brands **AIRFIELD YOUNG GENERATION** and **EX-10**
- CLAIRE GROUP A/S (Denmark) – brands **CLAIRE.DK, BRUBAKER**
- THE HILT (Holland) – brands **RAGS, RFG, EBB, EBG**
- STAR TEXTIL (Spain) – brand **BOBOLI**
- TIRABASSO GROUP S.r.l., Italy – brand **TERRIBELLI** (accessories and swimsuits)

The brands we have chosen for our showroom have an original idea, they are all positioned in the middle – middle plus segment, they all serve as everyday clothes for children and they do not compete but create synergetic effect altogether.

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ACTIVITY

KIDSMODA is a full-cycled service company that is committed to the successful development of Russian children wear market and retailers.

Our activity consists of 4 main parts:
Sales, Logistics, Marketing & PR, Consulting.

Functions of the Sales department:

- Contacts with clients;
- Collections presentation (show-room \ fairs);
- Collecting orders;
- Financial procedures;
- Product certification in accordance with Russian standards and rules;

Target:

To present collections in the best way so the order of each client is complete and season sales are high, to manage the financial side of the business so effective that the clients may think just about brands and customers and nothing else.

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ACTIVITY

Functions of the Logistics department:

- Contacts with the transport companies;
- Goods deliveries from Europe to Moscow;
- Custom clearance;
- Goods deliveries to the clients' shops all over Russia;

Target:

To shorten the time of the deliveries to our clients and minimize the costs so in the end the goods are affordable for the greater number of customers.



ACTIVITY

Functions of the Marketing & PR department:

- Brands promotion (strategy & tactics);
- Market monitoring and analysis;
- Advertising activities:
- Fairs participation;
- Featuring in professional magazines;
- Featuring in the magazines targeted final customers;
- Fashion-shows organization;
- Web-site promotion;
- Designing catalogues, booklets, etc;
- Training courses for sales people;

Target:

To make the retailers know about our company, our activity, our brands, our main principles, our competitive advantages.

To inform and educate kids and their parents about fashion and style, create a positive and precise image of each brand and make kids feel themselves as a part of European culture.

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CLIENTS

The geography of our clients is very extensive. Our Brands are presented in the best shops in Russia, Byelorussia, Kazakstan and Ukraine.

We sell in Moscow, St.Peterburg, Adler, Belgorod, Briansk, Chelyabinsk, Ekaterinburg, Irkustk, Kemerovo, Magnitogorsk, Mahachkala, Nizhnevartovsk, Novokuznetsk, Novosibirsk, Nizhny Novgorod, Orenburg, Omsk, Perm, Rostov-na-Donu, Samara, Saratov, Sochi, Surgut, Tambov, Tumen', Tomsk, Ufa, Vladikavkaz, Vladivostok, Yakutsk, Yaroslavl', Minsk, Astana, Almaty, Aktubinsk, Dnepropetrovsk, Donezk, Kharkov, Kiev, Odessa, and many others.

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SHOWROOM

In September of the year 2005 KIDSMODA inaugurated a new showroom styled and designed in accordance with the best traditions of showroom's organizing.

It is a hall of more than 400 sq.m., filled with light where all the collections twice a year are represented. The new showroom is devoted to reveal all the advantages and merits of each brand. The mobile podium allows for organizing catwalks. Plasma screen, authentic music, pictures – all these details create an inspirable atmosphere.

The new showroom is the first children wear showroom in Russia which easily allows for simultaneous, comfortable and effective work for 10 clients. There is a possibility for each client to work with a chosen collection in a separate booth together with one of our sales managers competent in children wear, modern trends and retailing.

The main importance for us is a highly inviting and welcoming atmosphere of our showroom.

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SHOWROOM



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FRANCHYSING PROJECT

Company Kidsmoda has developed two concepts of multi-brand shops for increasing turnover.

KIDSMODA SHOP is surrounded by the atmosphere of fun, mother care and sweet attitude. Size range of models from 0 to 12 years.

TEENSSIDE SHOP is characterized by creativity, freedom, style and elements of simplicity. Size range of models from 8 to 16 years.

These two concepts of multi-brand shops have been developed for the following reasons:

- Brands are oriented to the middle class customers.
- Brands can be presented in a more or less the same way in terms of the furniture and decoration.
- In accordance with our concept each brand has a separate corner with logos and unique decoration which serves the “shop-in-shop” retail format.

During the presentation of our franchising projects we have always receive very positive reaction from the customers.

Moreover, we have already opened our concept shops in Moscow, Astana (Republic of Kazakhstan), Sochi. The plan for the nearest future is to open the shops in Cheliabinsk, Orenburg, Perm, Samara, Ufa, Almata.

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CONCEPT STORE KIDSMODA



ULTRA-MODERN FASION & STYLE FOR CHILDREN



CONCEPT STORE TEENSSIDE



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WE INVITE YOU FOR COOPERATION

107076, Russia, Moscow,
Kolodeznyi pereulok, 2a

Tel.: +7(495) 787 03 68

Fax: +7(495) 787 03 69

e-mail: office@kidsmoda.ru

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