



BRAND IN ITALY

TEMPORARY SHOWROOM & MANAGEMENT





BRANDINITALY.COM
MULTICHANNEL ATELIER

COLLEZIONI DESIGNER ATELIER COME FUNZIONA NEWS SERVICE PER BRAND

100% MADE IN ITALY LUXURY PRODUCTS



BRANDINITALY

TEMPORARY SHOWROOM & MANAGEMENT

BrandIn Italy is a temporary showroom created to meet the needs of Fashion & design Brand names.

The showroom offers complementary and synergic services:

- ❖ A well equipped **prestigious location** in the center of Milan for events and presentations

- ❖ **Integrated services** – dedicated to Fashion & Design collections:
 - International promotion
 - Qualified commercial multilingual staff
 - Management ad interim: fashion project development, wholesale, retail

❖ THE LOCATION

The BrandIn Italy location is situated in Ariberto, 1 street which crosses Corso Genova, near via Tortona the place of fashion and design exhibitions and near Navigli the place of movida in Milan. The showroom is accessible by metro "Porta Genova", the tram no.2 and no.14 or in car, at 10 meters there is a car parking where to leave the car.

BrandIn Italy is a perfect location for:

- Fashion & Design collections exhibition
- Sales campaigns
- Presentations
- Events

The showroom area is characterized by multiple large windows which make the showroom well lit and suggestive. The Brandin Italy showroom offers 200 sm of well equipped space with elements of valuable design which allows to enhance the collection presentation.

THE SERVICE

The showroom area is equipped with stenders, glass shelves, tables, chairs, armchairs, complements of design, all the necessary to show furs collections, clothing, shoes, fashion accessories collections, leather collections, jewels, furniture & design collections and to emphasize the value of the brand, the product and the company image.

THE SHOWROOM HAS AVAILABLE:

- Porter's lodge
- Elevator
- Loading & unloading spaces for goods
- Wood-block floor
- Illumination system with spotlights and important pendants
- Air-conditioning
- Internet connection by optical fibre with wireless connection
- Phone and fax lines
- Prints, phocopier
- TV lcd with CD and DVD player
- Alarm, safe
- Wardrobe with lock
- Changing rooms
- Service room: make up & hair styling area, kitchen, relax area, iron
- Agreements with Hotels, restaurants, car hiring with driver



BRANDIN ITALY
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❖ THE INTEGRATED SERVICES

BrandIn Italy is created by commercial entrepreneurs who have decennial experience in international wholesale and retail distribution of famous Italian fashion brands. From direct expertise and international introduction, with particular specialization in Russia & CIS countries, a new integrated service was born as an answer to needs and requirements of fashion companies and brands.

PROMOTION AND SALES

- ❖ **Emailing of invitation** sent to specific target of clients. The customized newsletter is sent to 5.000 of international resellers of high/luxury level collections and buying offices in Russia, CIS countries, Middle East, Japan, China, Europe
- ❖ Qualified and multilingual **staff for sales and order taking** (English, French, Russian, Spanish, and other languages on request)
 - Appointments management
 - Clients reception
 - Orders taking
- ❖ **Events and sales campaign organization in Russia**
- ❖ **On line and off line communication plans organization**

PERSONALE
SPECIALIZZATO



NEWSLETTER
PERSONALIZZATA



BRANDIN ITALY
MULTICHANNEL TEMPORARY SHOWROOM

❖ MANAGEMENT



Elena Ushakova: *Serial entrepreneur and commercial consultant with decennial and vertical experience in the fashion industry, decennial experience in the international distribution with focus on the Russian and CIS countries markets*

Available as a temporary manager for following activities:

- ✓ Sales manager
- ✓ Export Manager
- ✓ Export Area Manager
- ✓ Public relations in Russia (press/ blogging/ testimonials)
- ✓ Brand and identity management
- ✓ Product manager

Personal profile it.linkedin.com/pub/elena-ushakova/38/23/864/



Sergio Montagna *Serial entrepreneur and commercial consultant with decennial and vertical experience in the fashion industry and in international distribution. Numerous agreements as agent/exclusive distributor for Made in Italy fashion brands, senior buyer for international retailers*

Available as a temporary manager for following activities:

- ✓ Commercial direction
- ✓ Sales direction
- ✓ Fashion mentor
- ✓ Fashion project development
- ✓ Senior buyer for private label
- ✓ Commercial advisor (wholesale/ retail/multichannelity)

Personal profile it.linkedin.com/pub/sergio-montagna/34/70a/91b/

❖ BRANDIN ITALY 2013 PRICE LIST

SERVICES DESCRIPTION		Costo
Location rental as a temporary showroom equipped for events, presentations, sales campaign	Entire location (mq 150)	On request
	Single room (mq 16-18)	On request
	2 Contiguous rooms	On request
	3 Contiguous rooms	On request
	1 large room	On request
Optional services	Presentation realization in HTML format for emailing in russian/ english languages. Emailing to the entire BrandIn Italy database of the personal presentation and the invitation to the sales campaign	On request
	Presentation realization in HTML format for emailing in russian/ english languages. Multiple Emailing (once a week for the sales campaign period) to the entire BrandIn Italy database of the personal presentation and the invitation to the sales campaign	On request
	Multilingual sales staff	On request
	Model	On request
	Photographic shooting	On request
	Catering and banqueting	On request
Temporary Manager	free lance or ad interim (to be discussed for any project personally)	On request

The prices are indicated without VAT

The cost of the location rent includes services indicated in THE LOCATION slide.

Costs for the period of rent from 1 to 7 days will be supplied on request

We grant following discounts for the temporary location:

- 10% of discount for 3 months
- 15% of discount for 6 months
- 20% of discount for 12 months





**FURTHER
INFORMATIONS:**

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