



A much needed consumer guide in a world of fashion brands.



How much did you learn about the brand
after looking at the billboard
... assuming you noticed it?



Moscow's fashion market needs a dedicated communication channel



Contents

- Moscow's brand clothes market experiences a strong need in effective communication with the consumer.
- *fashionstreet.ru* is a much needed marketing communication channel with the consumer.
- Partnership with *fashionstreet.ru* offers substantive advantages to brands and their distributors.
- *fashionstreet.ru* offers a co-operation program.

Moscow's fashion market needs a dedicated communication channel

For clothes and accessories retailers, an increasing number of new stores exacerbates the challenge to reach and inform the target audience about available product offerings.

Growing consumer brand-consciousness requires that brand distributors devise thoughtful marketing positioning and differentiation strategies to educate and find their customers.

Explosive growth of Moscow's brand clothes market and introduction of new brands create a need for an information portal for sellers and buyers of fashion brand products.

The Internet is an effective communication medium

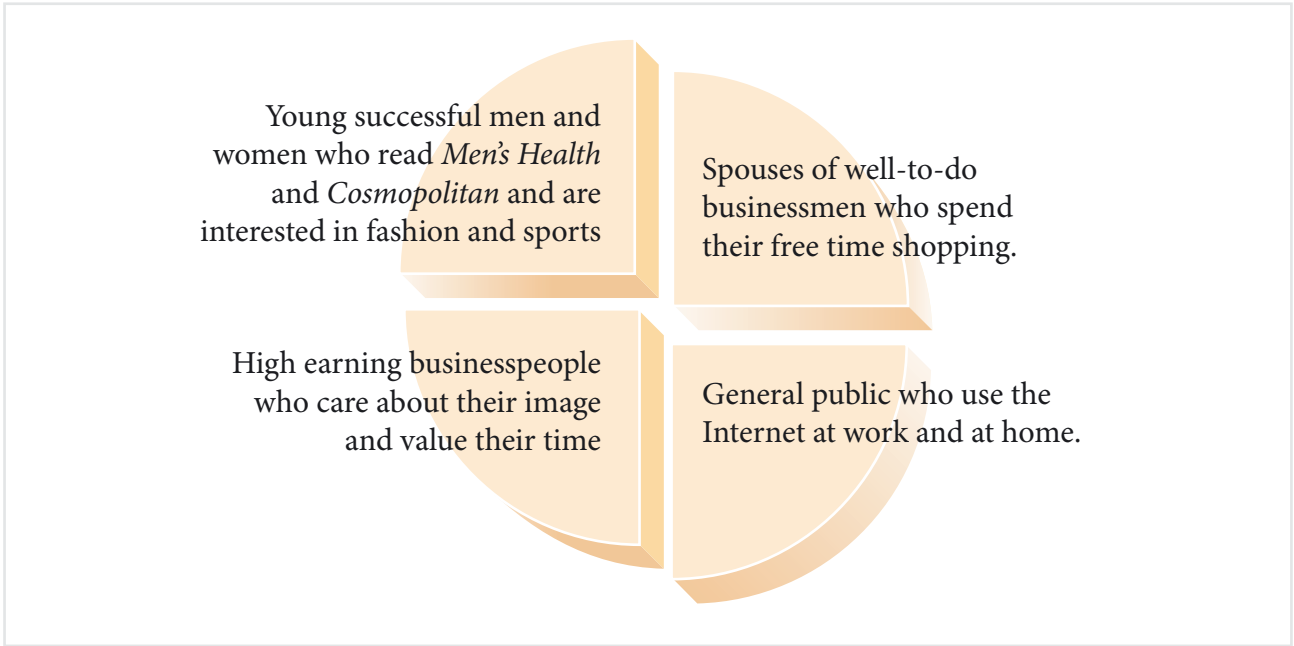
- The Internet offers users the functionality to obtain comprehensive information about fashion collections and their characteristics.
- Fashion houses (distributors) can place any amount of data on the Internet (photos, expert reviews, store locations, information about sales) in real time.
- These data are accessible to users round-the-clock.
- Broad-band Internet has relatively recently become an integral part of offices and homes, thereby allowing for a large amount of graphic content to be placed on the Internet.

A comprehensive solution to marketing challenges

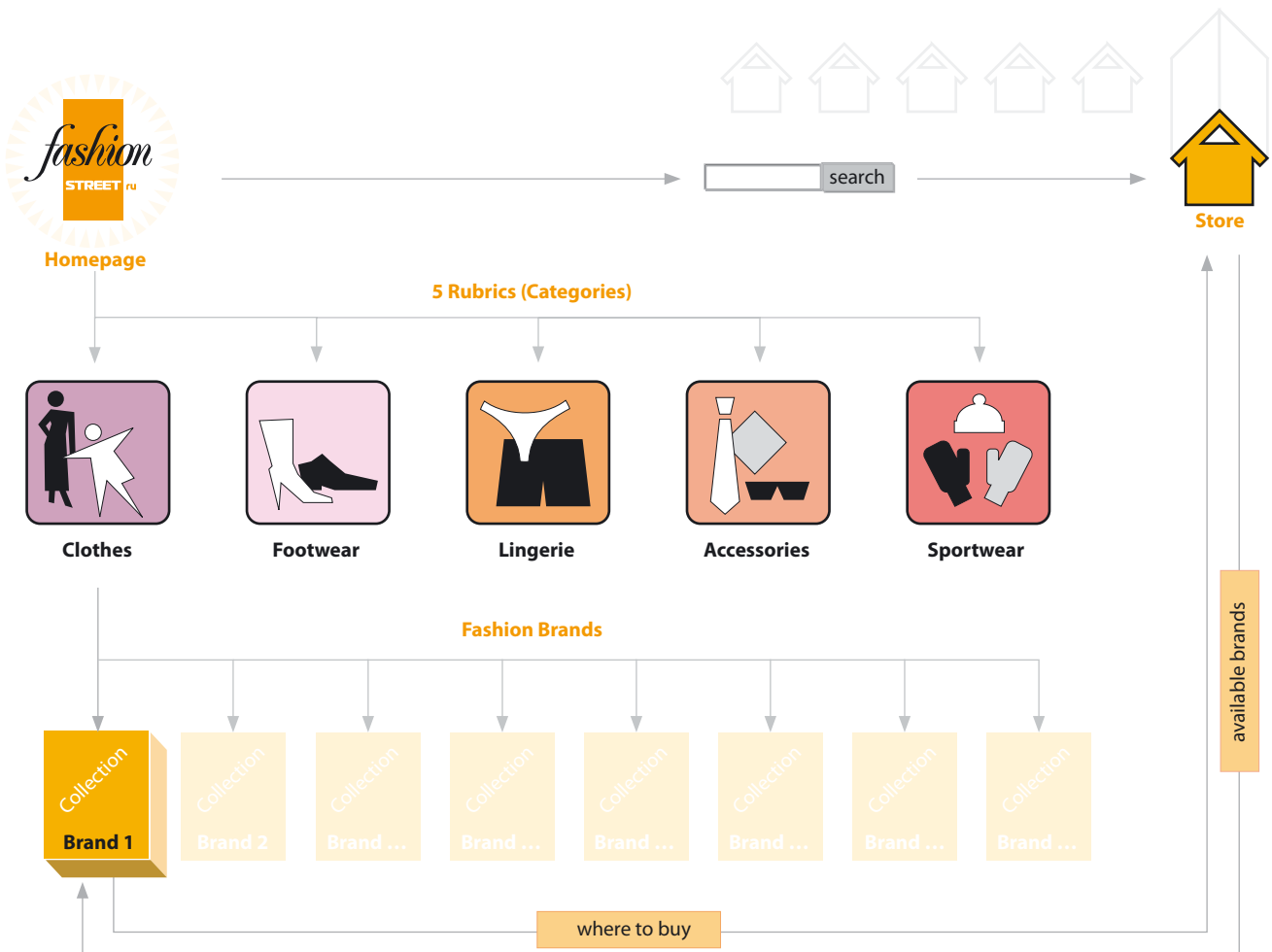


- *fashionstreet.ru* represents an internet portal connecting fashion houses and their distributors with consumers.
- *fashionstreet.ru* is based on a proven consumer's interest in products of a particular brand, thereby offering the functionality to fully educate the consumer about a brand (new collection deliveries, sales and promotion campaigns)
- *fashionstreet.ru* is a high quality internet resource offering customers the opportunity to learn about a brand's product offering and store locations without leaving home or office.

fashionstreet.ru Target Audience



The architecture of *fashionstreet.ru* offers outstanding presentation capabilities



A pioneering marketing tool for brands and distributors

- *fashionstreet.ru* promptly informs consumers about sales and promo actions
- *fashionstreet.ru* expands marketing coverage due to advantages offered by a portal
- *fashionstreet.ru* offers cost savings in internet marketing due to economies of scale
- *fashionstreet.ru* helps protect a brand's reputation from counterfeit products
- *fashionstreet.ru* offers comprehensive descriptions of stores selling a brand's products
- *fashionstreet.ru* differentiates a brand versus competition
- *fashionstreet.ru* offers the flexibility to place both brand awareness advertisement and full product offering



A powerful marketing tool for stores

- *fashionstreet.ru* expands marketing coverage and consumer base through demonstration of brands sold in the store.
- *fashionstreet.ru* offers stores an internet platform to place articles from the press, advertisement reviews, and photo materials.
- *fashionstreet.ru* may contain brand collections not represented on the site, pictures of items for sale. Anything goes!
- *fashionstreet.ru* enables a store to differentiate itself from competition and send a strong message to consumers.

Unique opportunities for consumers

fashionstreet.ru educates consumers about leading fashion brands by offering information about:

- a) a brand's history
- b) a brand's collections
- c) store locations

fashionstreet.ru ensures convenience for consumers via excellent presentation:

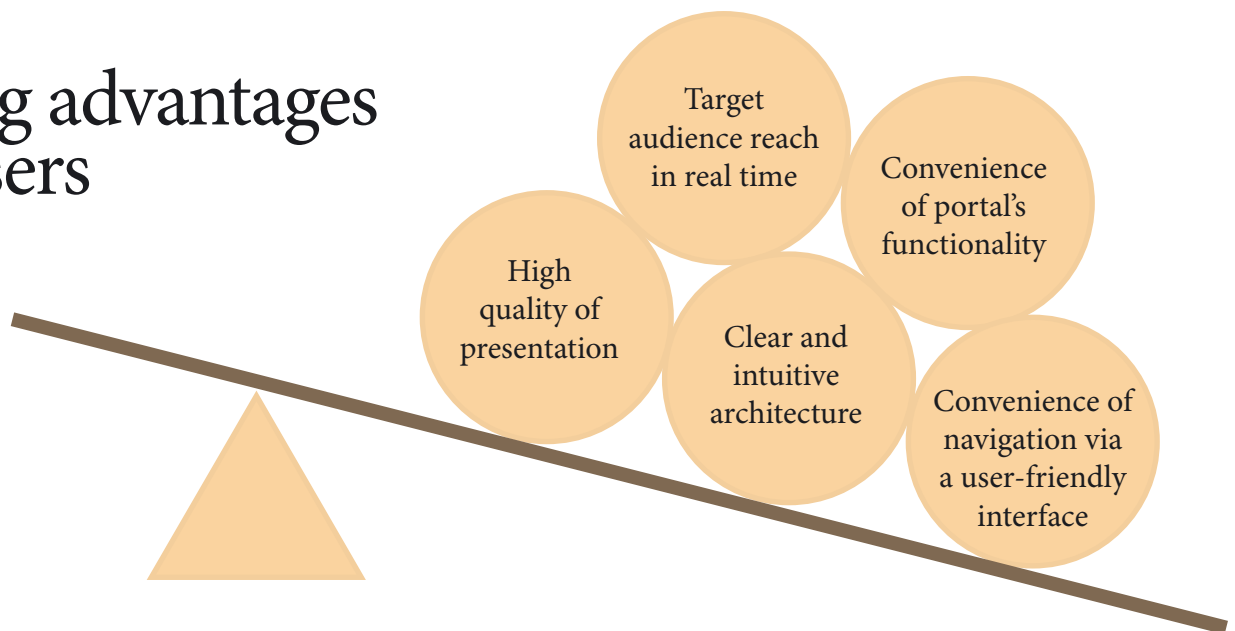
- a) well thought-out site architecture
- b) effective and user-friendly brand search engine
- c) separate navigation functionality for men and women.

fashionstreet.ru promptly informs consumers about new collection deliveries, sales and promotions, opening of new stores etc. via e-mail subscription service.

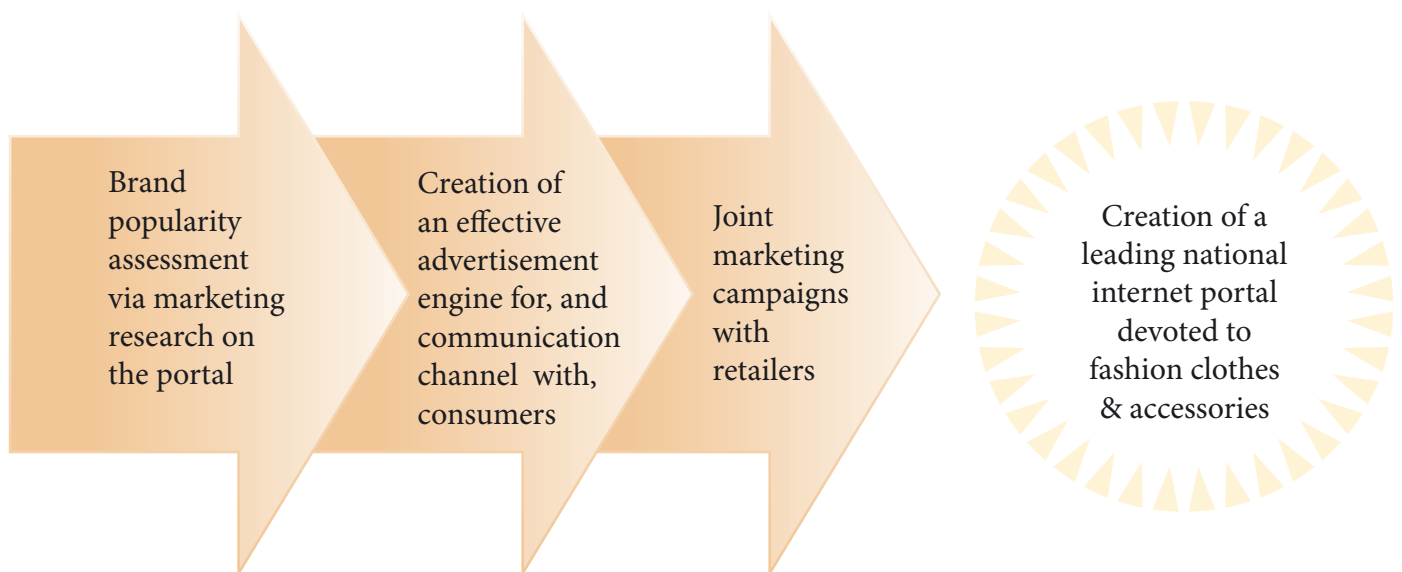


fashionstreet.ru motivates consumers to go shopping!

Strong advantages for users



Development plans and opportunities for long-term co-operation



A much-needed solution to marketing challenges

- Explosive expansion of the fashion clothes market, growing consumer brand awareness created a need for more effective brand promotion and advertisement.
- fashionstreet.ru is a comprehensive solution to improve marketing communication with consumers through utilization of opportunities offered by modern Internet.
- fashionstreet.ru invites brands and their distributors for co-operation to solve fashion industry's marketing challenges.