

# R.E.D.

Relations & communication   E-shop & showroom.   Distribution

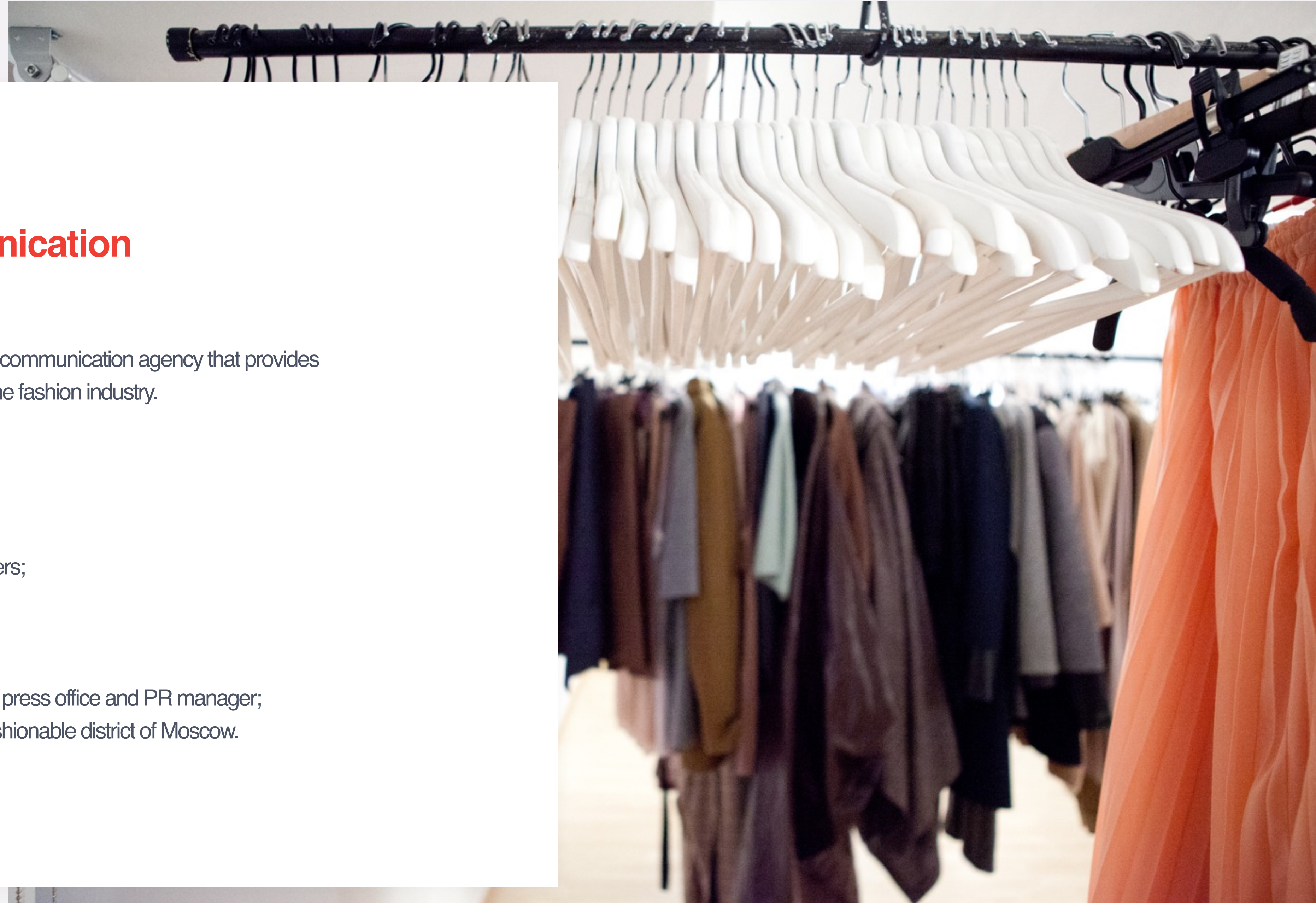


**R.E.D.**

## **Relations & communication**

R.E.D. Relation & Communication is a communication agency that provides full-cycle brand promotion services in the fashion industry.

- PR promotion of brands;
- planning a PR company;
- formation of a base of loyal media;
- contact with celebrities and influencers;
- own press office
- initiation of PR publications;
- quick information at media request;
- saving your money on a full-fledged press office and PR manager;
- location in the center, in the most fashionable district of Moscow.





**R.E.D.**

## Relations & communication

### 01.

Relations & Communication trend is presented on [reddesigners.ru](http://reddesigners.ru), project aimed at facilitating interaction between designer and the media.

### 02.

Information about your brand will be available to professionals, stylists and editors of fashion magazines who regularly check the website in search of items matching the reference photo shoot, as well as interesting content for news publications.

### 03.

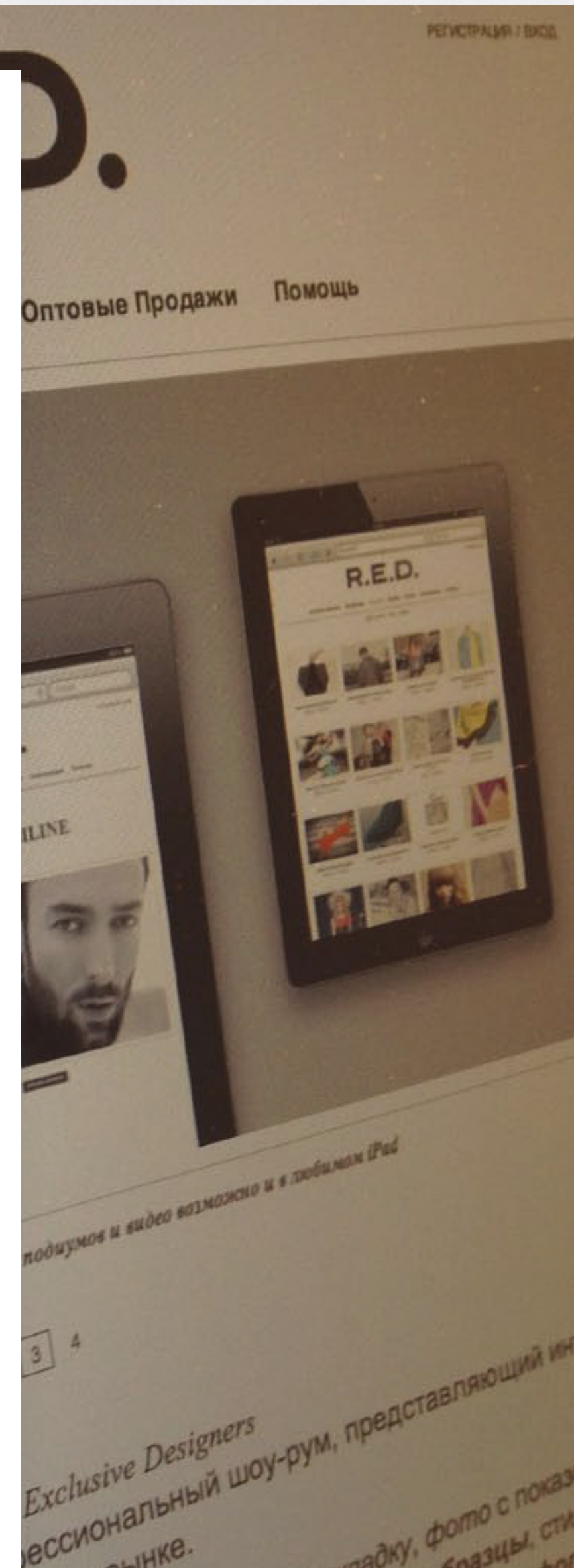
Also the following additional features are provided:

- downloading a look book, layout and photos from the show in high resolution;
- booking things for a photo shoot;
- opportunity to ask for an interview with the designer;
- opportunity to order podium samples.

### 04.

A personal profile created for each designer contains:

- information about the designer;
- press release of the collection;
- collection look books;
- photos from the show;
- photos in the layout;
- video materials





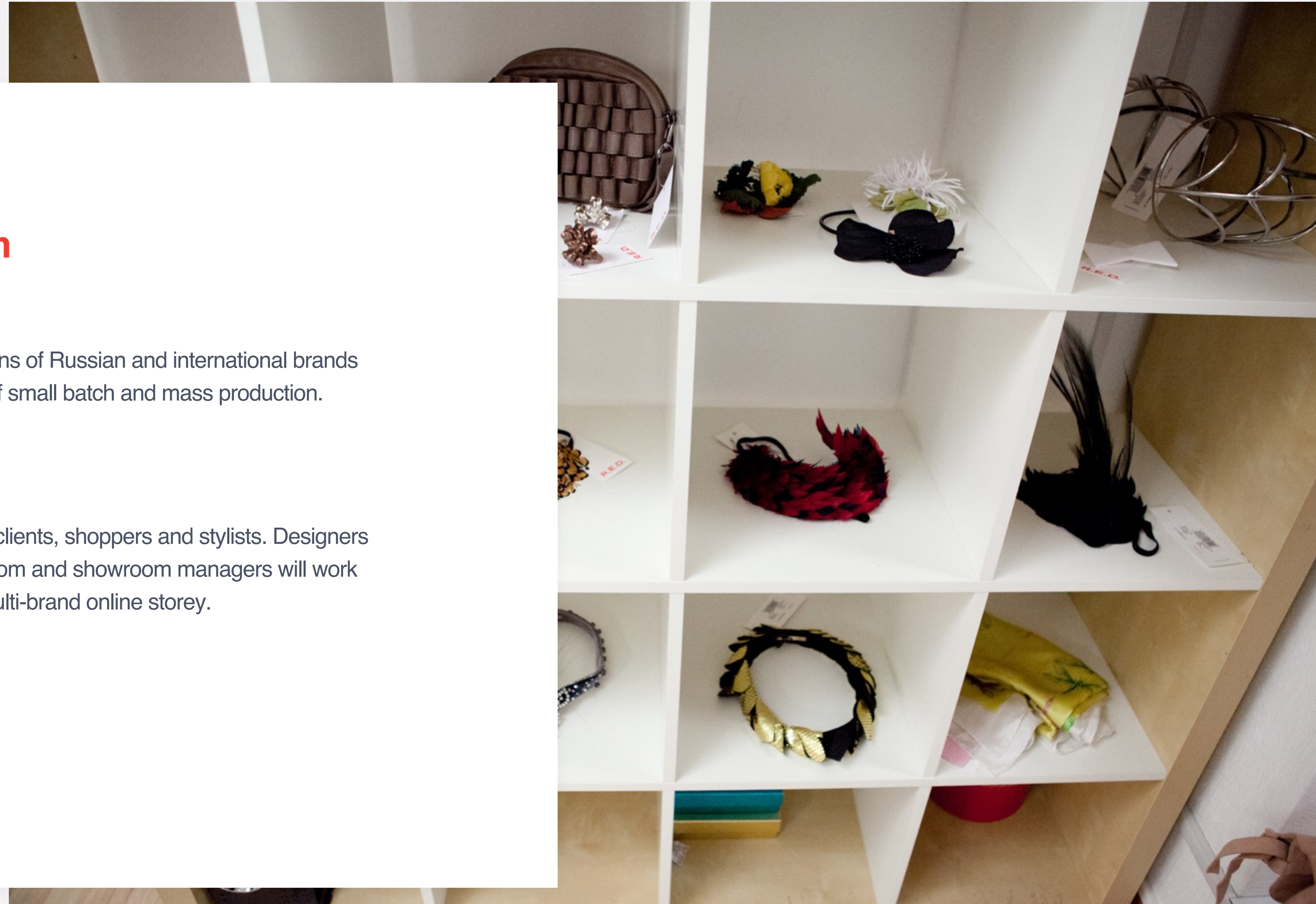
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**R.E.D.**

## **E-shop & showroom**

Multi-brand showroom with collections of Russian and international brands is focused on high-quality clothing of small batch and mass production.

Showroom is ideal for working with clients, shoppers and stylists. Designers can invite their clients to the showroom and showroom managers will work with them. We will soon launch a multi-brand online storey.





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**R.E.D.**

## Distribution

B2B platform for wholesalers of clothing made in Russia and the CIS countries (online and offline).

The online platform for wholesalers which allows them to remotely order collections of designers of this project has been created. The advanced base of buyers has been successfully worked out for several seasons. There is an additional channel to develop wholesale and retail sales of consulting services in the fashion industry.





R.E.D.

## Distribution

### 01.

R.E.D. has been a strategic partner for collaboration with designers and buyers during Moscow Fashion Week for several seasons.

### 02.

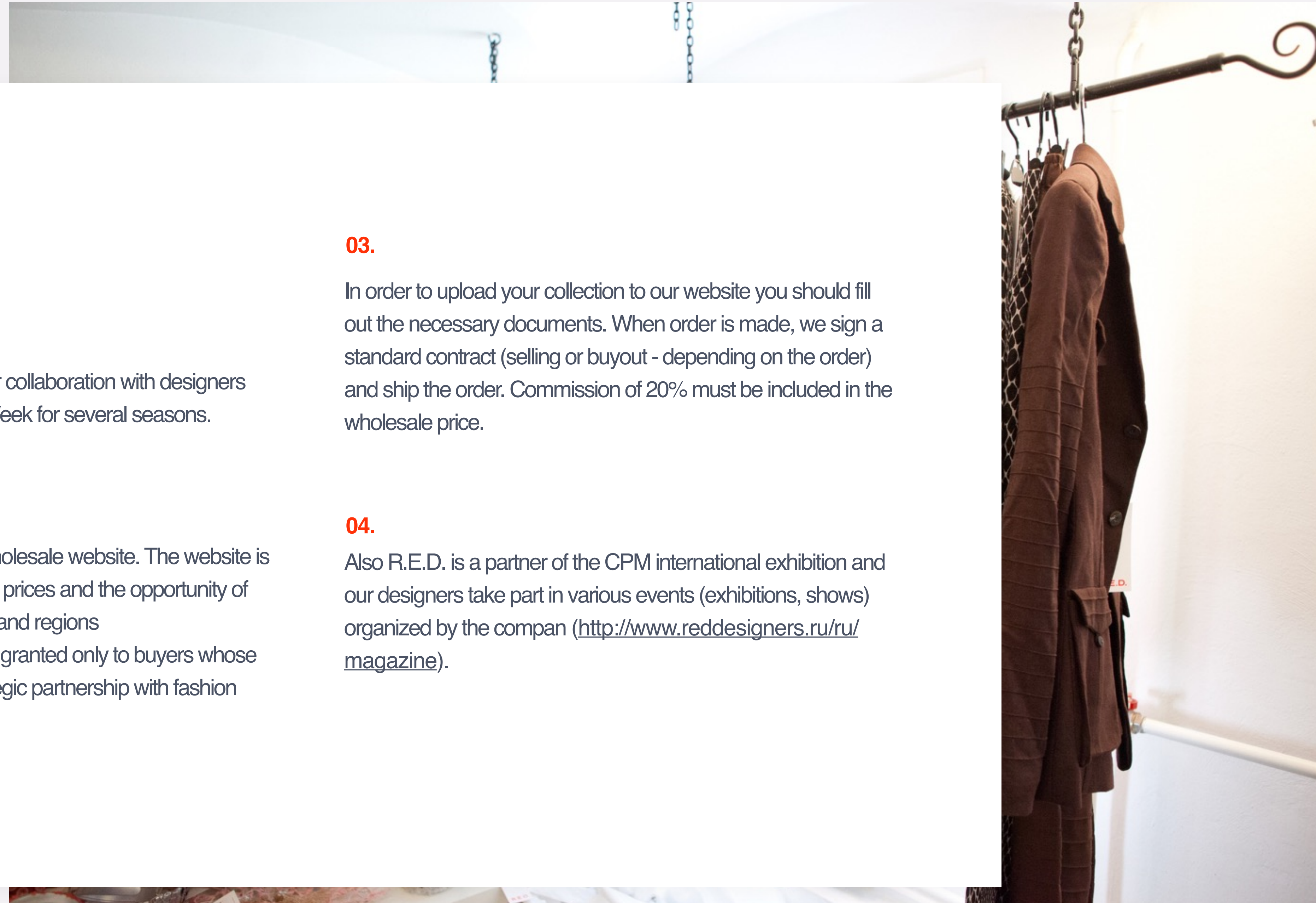
We will upload your collection to the wholesale website. The website is a protected online store with wholesale prices and the opportunity of remote order for buyers from Moscow and regions ([wholesale.reddesigners.ru](http://wholesale.reddesigners.ru)). Access is granted only to buyers whose database is regularly updated via strategic partnership with fashion weeks and exhibitions (CPM).

### 03.

In order to upload your collection to our website you should fill out the necessary documents. When order is made, we sign a standard contract (selling or buyout - depending on the order) and ship the order. Commission of 20% must be included in the wholesale price.

### 04.

Also R.E.D. is a partner of the CPM international exhibition and our designers take part in various events (exhibitions, shows) organized by the compan (<http://www.reddesigners.ru/ru/magazine>).





# Our own manufacturing

We have our own factory which allows us to quickly and efficiently fulfill orders of a brand.

**R.E.D.**





Адрес

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