



MILANA™

SHOES & ACCESSORIES



BRIEF

LADIES AND GENTLEMEN!

THIS IS A BRIEF OF MILANA SHOE COMPANY.

IT IS DEDICATED TO OUR RETAIL CONCEPT,
POSITIONING AND DEVELOPMENT STRATEGY





BRAND

INTERNATIONAL SHOES &
ACCESSORIES BRAND
FOUNDED IN 2001, MILAN, ITALY

DESIGN

THE CORE PRINCIPLES ARE
MINIMALISM, ESTHETIC, CARING ABOUT PEOPLE
PRIMARYLY FORMAL DESIGN PROPOSAL
CHIEF DESIGNER – EMILIO PASCANI

PHILOSOPHY

TO OFFER THE LATEST FASHION AT
ATTRACTIVE PRICES





CUSTOMERS

TARGET AUDIENCE

BROAD RANGE OF CUSTOMERS

BOTH WOMEN AND MEN 18 - 55 YEARS OLD

CORE TARGET AUDIENCE - 28 - 35 YEARS OLD

INCOME LEVEL

MIDDLE

EXPECTATIONS

OUR CUSTOMERS ARE LOOKING FOR ELEGANCE
WITH A TOUCH OF SOPHISTICATION

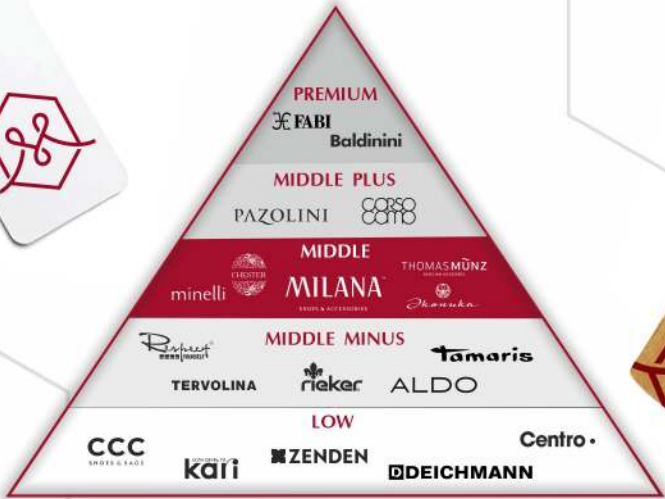
VALUES

DESIGN, COMFORT, DETAILS, HIGH QUALITY
PRODUCTS MADE OF NATURAL LEATHER



PRICE POSITIONING

MIDDLE





PRODUCTION

THE GOODS ARE PRODUCED IN
CHINA, TURKEY,
PORTUGAL AND RUSSIA.





PRODUCT

PRODUCT PORTFOLIO CONSISTS OF
WOMEN'S AND MEN'S:
SHOES
BAGS & CLUTCHES
WALLETS, BELTS, GLOVES, UMBRELLAS
SHOE CARE PRODUCTS









CIS PRESENCE

35
STORES

400
CORNERS

IN RUSSIA, UKRAINE,
BELARUS & KAZAKHSTAN



RETAIL FORMATS



CITY

250 SQ.M



CUBE

500 SQ.M





THE

STORE



CUBE

THE CUBE FORMAT BRANDED STORE
WAS DEVELOPED IN 2022.
THE LEASED AREA IS 500 SQ.M



CUBE

THE LEASED AREA IS 500 SQ.M

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CUBE

THE LEASED AREA IS 500 SQ.M


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CITY

THE PROJECT IS DESIGNED FOR
A MEGACITY.
THE LEASED AREA IS 250 SQ.M



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CITY

THE LEASED AREA IS 250 SQ.M



CITY

THE LEASED AREA IS 250 SQ.M



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