



**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

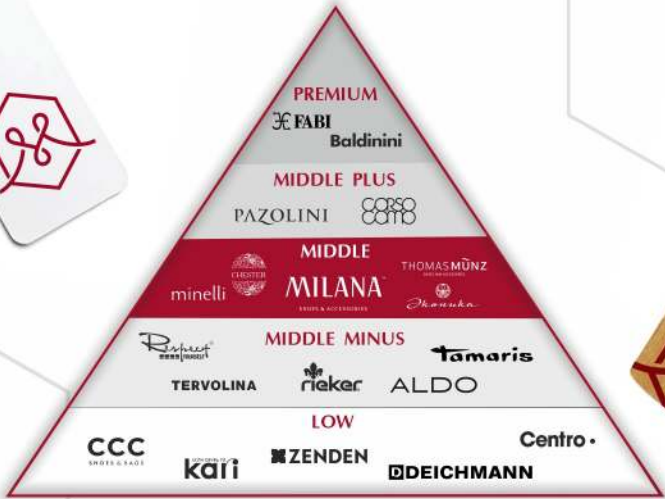
### VALUES

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



# PRICE POSITIONING

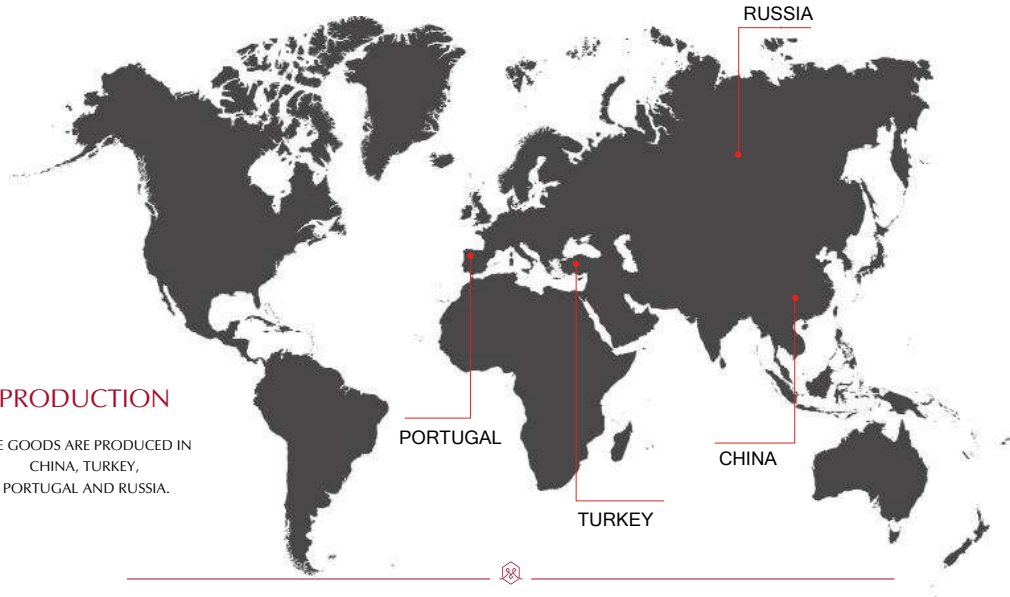
MIDDLE





## 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

30  
STORES

400  
CORNERS

IN RUSSIA, UKRAINE,  
BELARUS & KAZAKHSTAN





THE

STORE



MILANA

## THE STORE

EXCLUSIVE STORE IMAGE AND INTERIOR,  
UNIQUE ARCHITECTURE



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## THE STORE

THE MILANA STORE IMAGE PIVOTS AROUND THE NOTIONS OF BEAUTY, SIMPLICITY AND USEFULNESS.





## THE STORE

THE STORE IMAGE,  
CHOSEN COLOURS AND LIGHTING  
FOCUS SHOPPER'S ATTENTION ON THE PRODUCT



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## RENT TERMS

WE OPEN STORES ON  
MAIN SHOPPING AREAS OF BIG CITIES

RENT AREA 500 SQ.M



## CONTACTS

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