

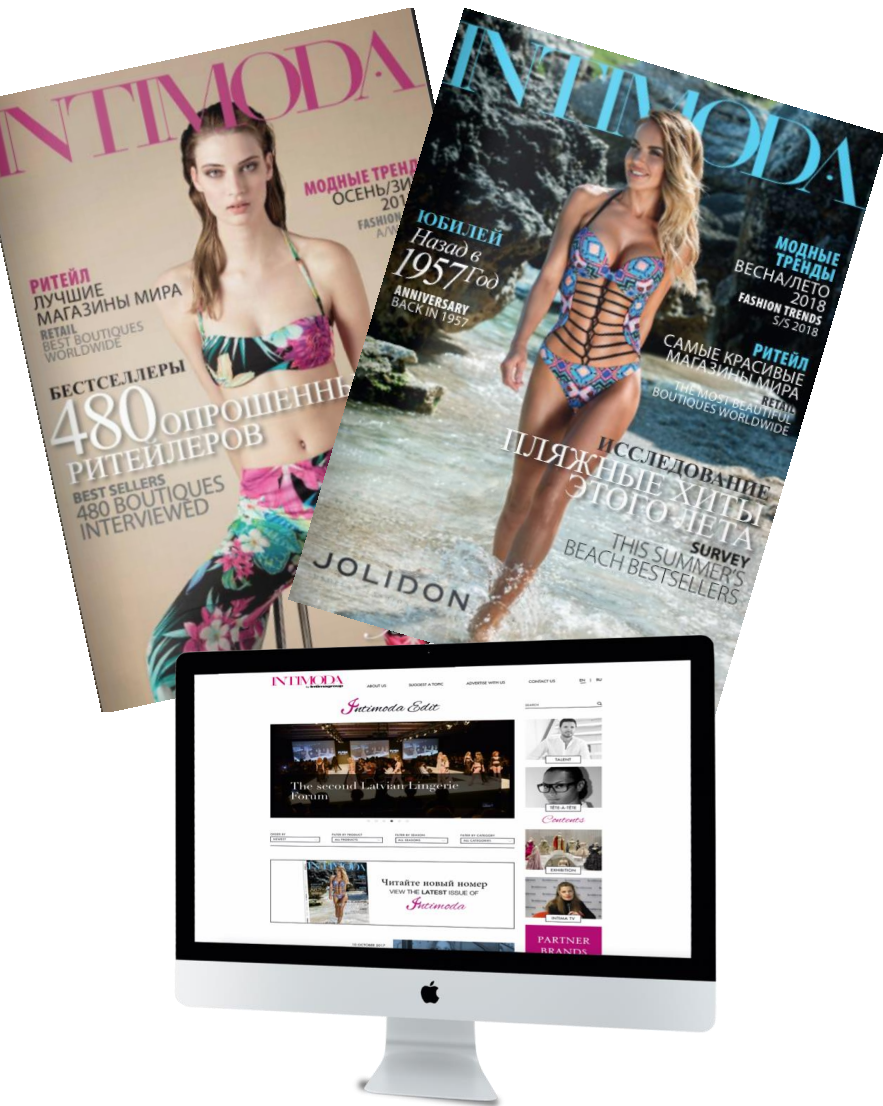
Intima
mediagroup

60
years

ANNIVERSARY

INTIMODA

INTIMODA



Since **2012**

Two bilingual (**Russian/English**) issues per year in February and August

Circulation: **5,000** copies

Free **full** online version

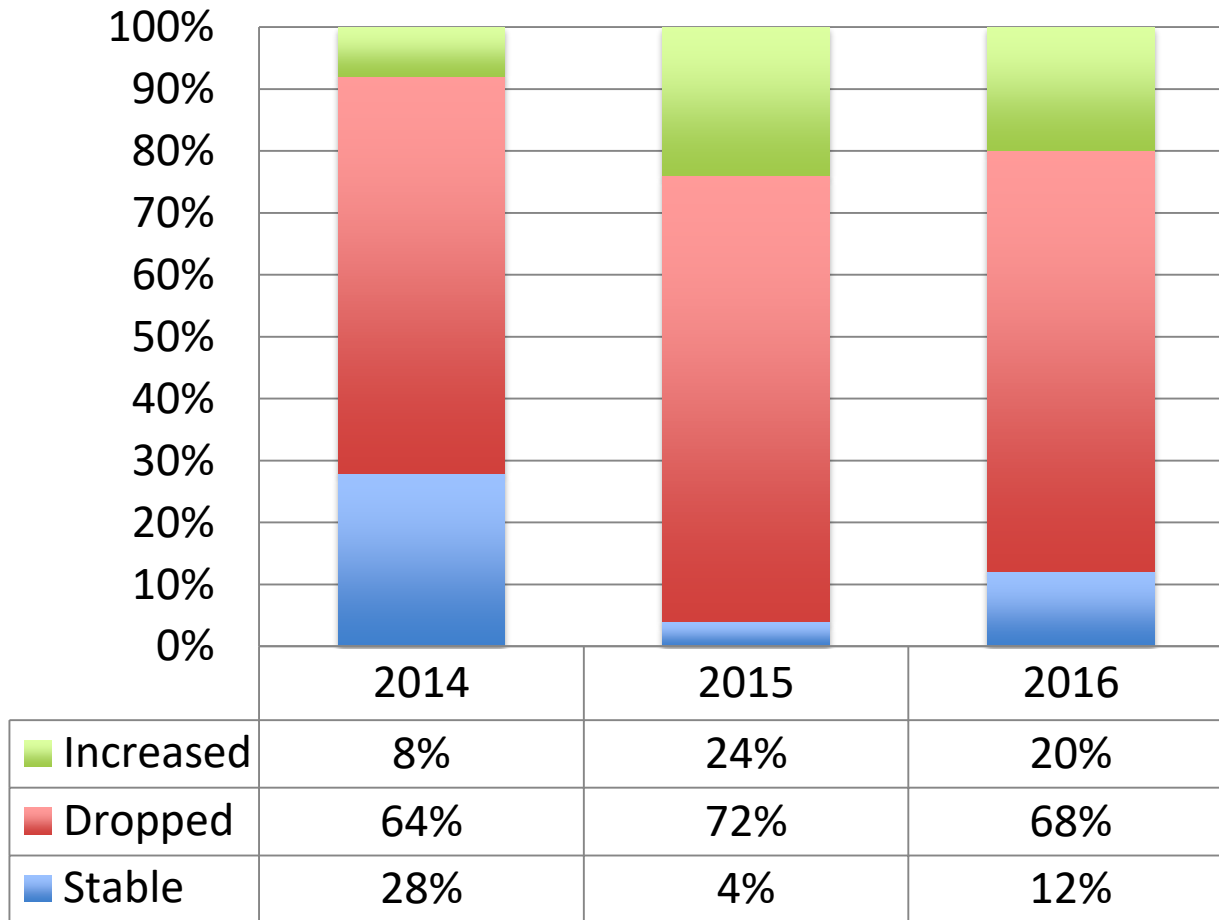
Intimoda Edit – Intimoda’s new blog, launched in April 2017

Distribution by country: Russia, Ukraine, Belarus, Kazakhstan, Baltic States, Europe

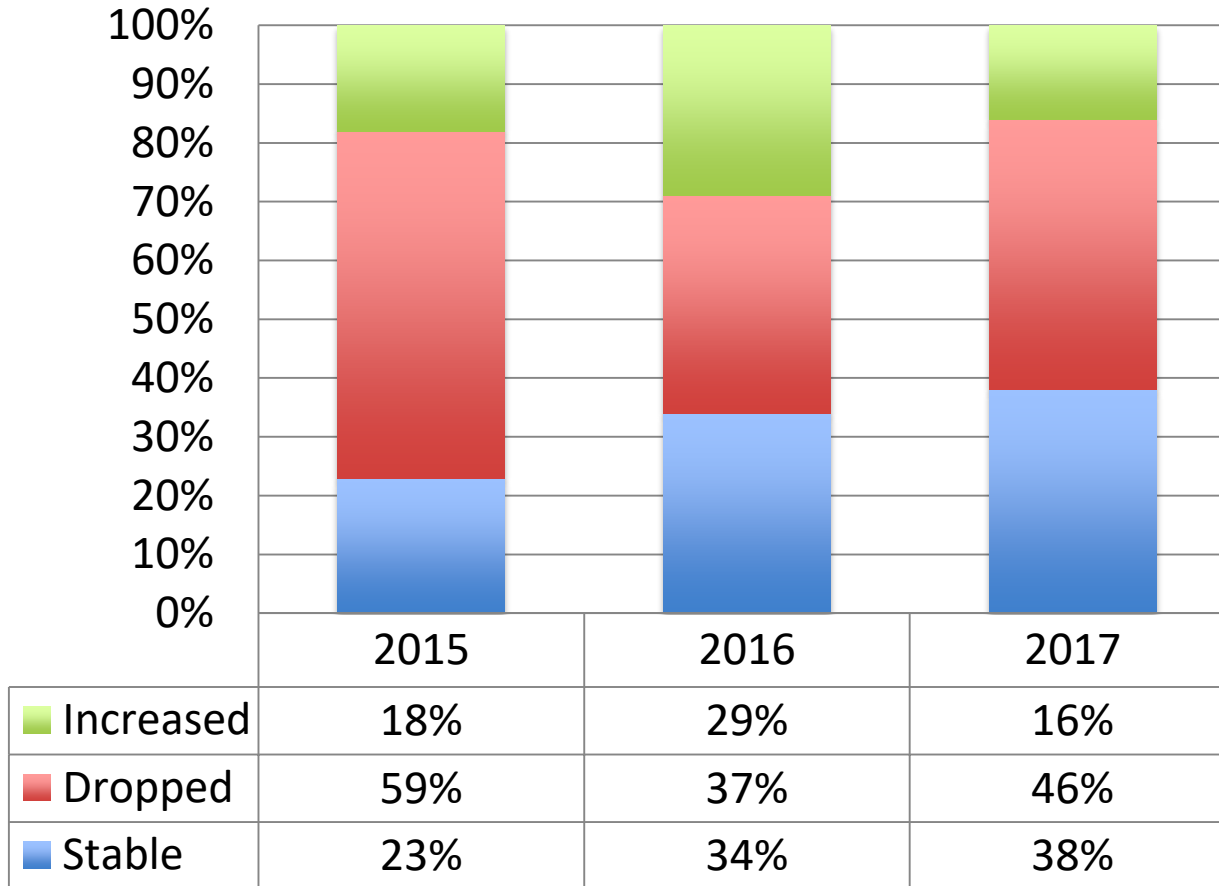
Distribution by channel: partner dealers, trade shows, subscriptions, independent lingerie and swimwear stores

Original contents: Worldwide Boutiques program, “New Faces” Intimoda’s emerging brands program, Lingerie and Swimwear trends, Lingerie and Swimwear International Surveys

Lingerie Sales 2014-16



Swimwear Sales 2015-17



Best selling brands 2016

Corsetry: Dimanche, Felina, Simone Pérèle, Empreinte

Nightwear and Loungewear: Mia-Mia, Laete

Legwear: Charmante, Omsa, Philippe Matignon, Sìsì

Men's Underwear: Jolidon, Emporio Armani, Mey, Triumph

2017 Best Selling Swimwear Brands: Magistral, Jolidon, Seafolly, Charmante, Marc&André

2018 Forecasts

Very slow growth in fashion markets in Russia and Ukraine

- Fashion Consulting Group: “Since 2016 70% of the consumers have reduced their shopping budget; 12% have not spent money on shopping”.
- **RBK. Surveys:** “By the end of 2017 the fashion market will increase by 0.2%, in 2018 – by 0.7%”
- **Fashion Consulting Group:** “In 2017 the market will increase by 3%, in 2018 – by 2-3%”

New consumer behaviour trends – conscious and rational shopping:

- Saving of money (sales, special prices)
- Saving of time (retailers have to guarantee quick responses, purchases and shipment)
- Easy Shopping (payment method flexibility, optimization of shopping experience in terms of location and time)
- Smart Materials: recycling, multifunctionality, durability
- Environmentally Friendly (eco-technologies)

The speakers



Olga Stasevich – owner of one of the biggest lingerie online stores in Russia, **El-Form.ru** (Moscow)



Zosia Zavialko – owner of “Blue bird, lingerie boutique” (Russia, Kranoyarsk)



Antonina Mozgovaya – owner of the Sharm Lingerie store chain (Dnepr, Ukraine)