

**FORMALVB**



## ORIGIN OF FORMALAB



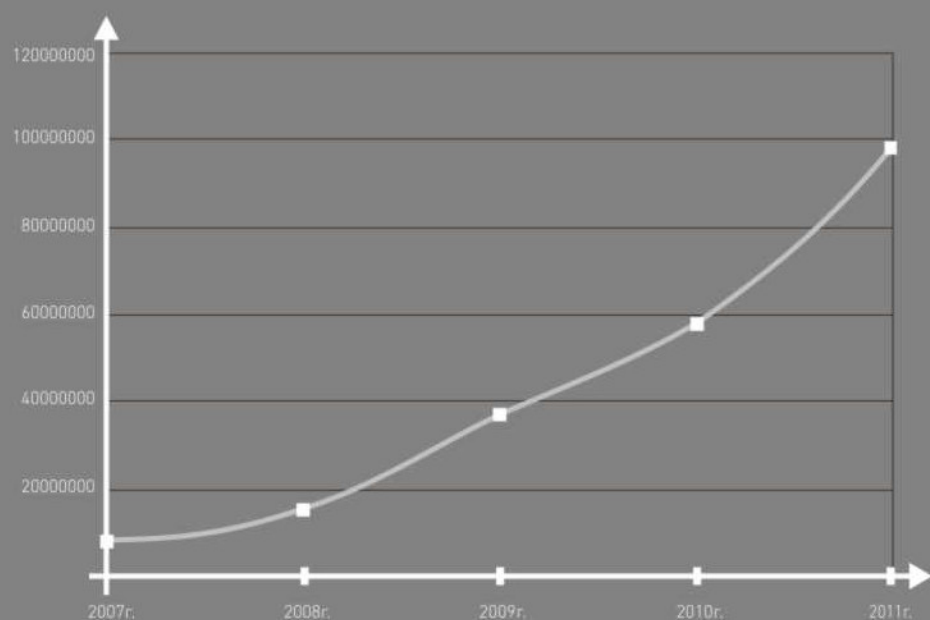
- ▶ FORMALAB Company was established by the Russian entrepreneur and fashion designer Victoria Kharchenko in 2005. She started designing the company's style and launching limited clothing samples for creative projects, music bands, and companies by their individual orders.
- ▶ In 2007 Victoria launched her first collection consisting of 70 designs under the brand name FORMALAB. She increased production and designer staff; she also created the Internet site and set up a wholesale department. The company's annual turnover for that period made up 8 mln roubles.
- ▶ In 2008 the company's annual turnover increased doubly, and the brand name FORMALAB was registered in Russia.

Over the next few years annual turnovers were steadily growing. Profits were invested into the staff training, development process automation, and technology of making designs and new collections. The brand recognisability was invariably rising.

- ▶ In 2009 new product line groups such as warmth-keeping jackets and jeans came into service. The first brand store opened, and franchising system started up as well
- ▶ In 2011 the company launched the first line of footwear and accessories. New brand stores started up.

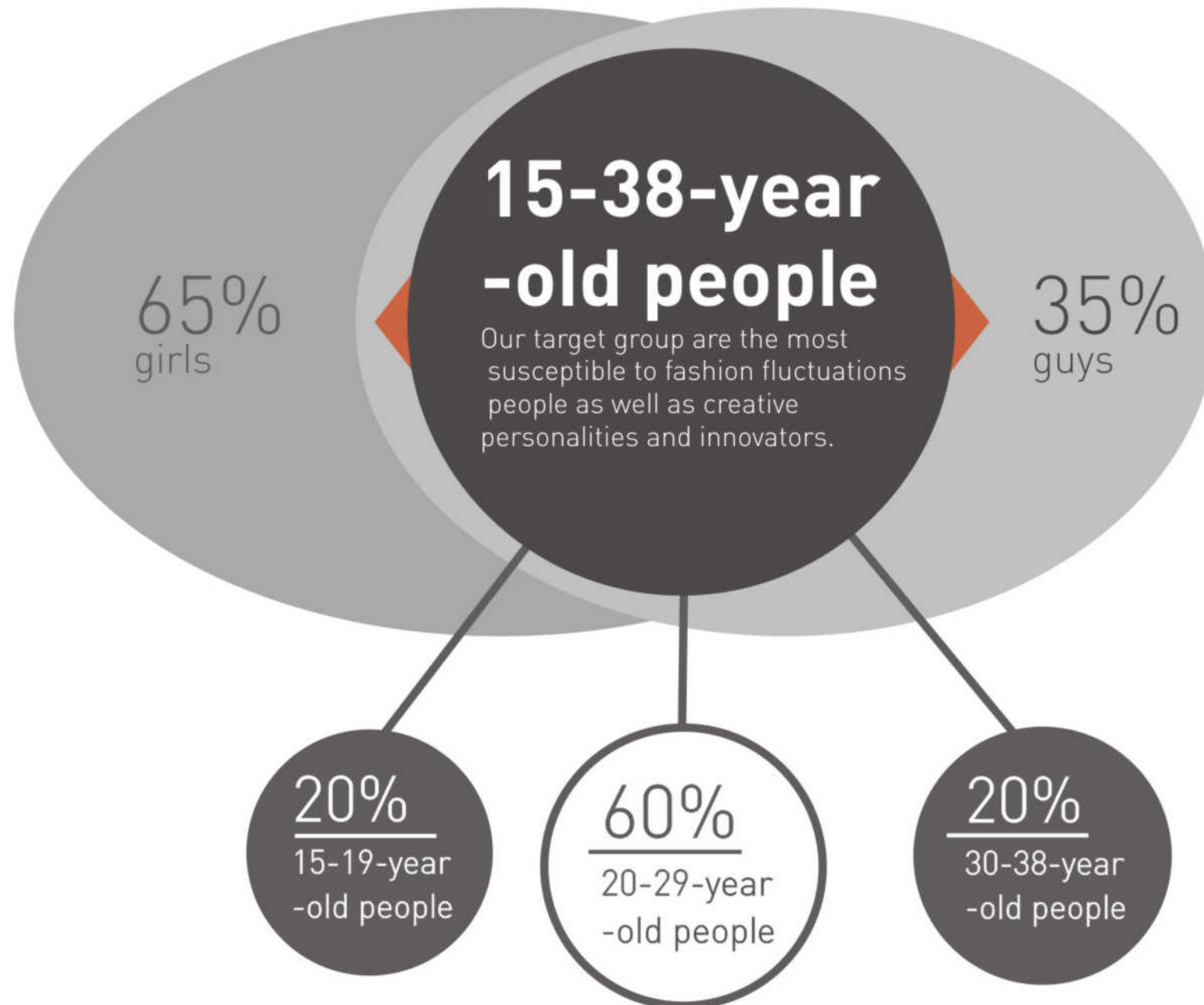
In 2011 the company reached the international level, and the trademark FORMALAB got through international registration. The first foreign office was opened in Kiev, the Ukraine.

## Formalab: Dynamics of success 2007-2012

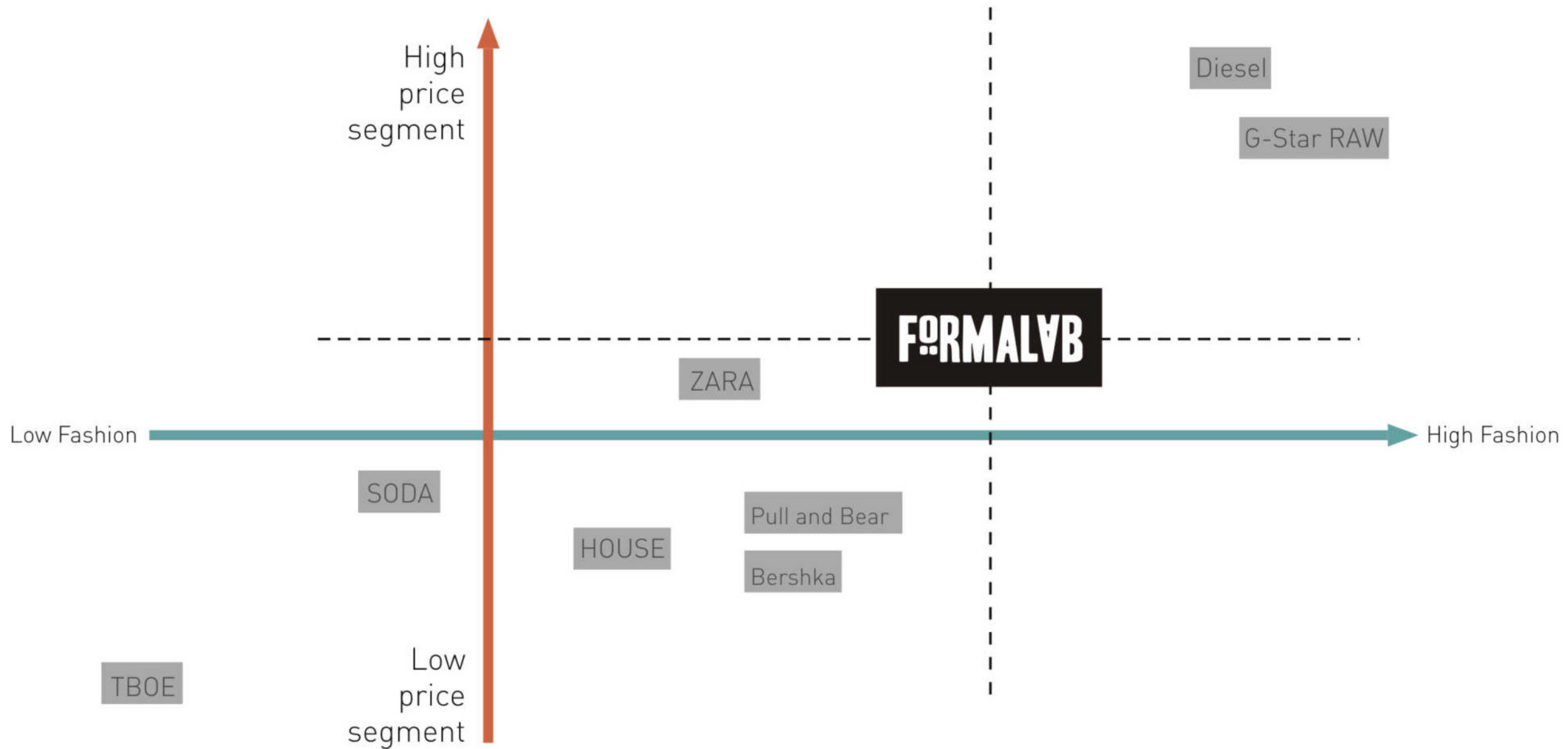


Collection	Seasonal number of designs	Total number of units	Annual turnover in roubles
<b>SS 2007</b>	72	21 600	8 028 075,00
<b>FW 2007-08</b>	85	25 500	
<b>SS 2008</b>	92	27 600	15 233 926,00
<b>FW 2008-09</b>	104	31 200	
<b>SS 2009</b>	121	42 350	36 871 908,00
<b>FW 2009-10</b>	133	46 550	
<b>SS 2010</b>	149	59 600	57 931 455,00
<b>FW 2010-11</b>	245	98 000	
<b>SS 2011</b>	196	78 400	98 188 000,00
<b>FW 2011-12</b>	246	98 400	

▶ Brand Positioning / Age Segment



## Brand Positioning / Price Segment



## FORMALAB TODAY



▼ Currently, FORMALAB is a Russian company with long-term work experience, which combines high manufacturing capabilities and advanced industrial processes.

▼ Our own designing department is a resource which enables the company to apply up-to-date materials and successfully realize innovations in the sphere of cutting and processing; all above mentioned makes the perfect quality and recognizable brand style

▼ FORMALAB Company's staff comprises 90 employees. They are skilled specialists ready to efficiently solve knotty problems.

▼ We are manufacturing the unique product with a specific style recognizable at the fashion industry market.

▼ FORMALAB reflects an unconventional point of view on formal trends in the world fashion. The brand has thousands of fans in Russia and beyond the borders of the country. Launch of each company's collection is an impressive event which fans look forward to in great impatience. FORMALAB is a real life style for contemporary youth.



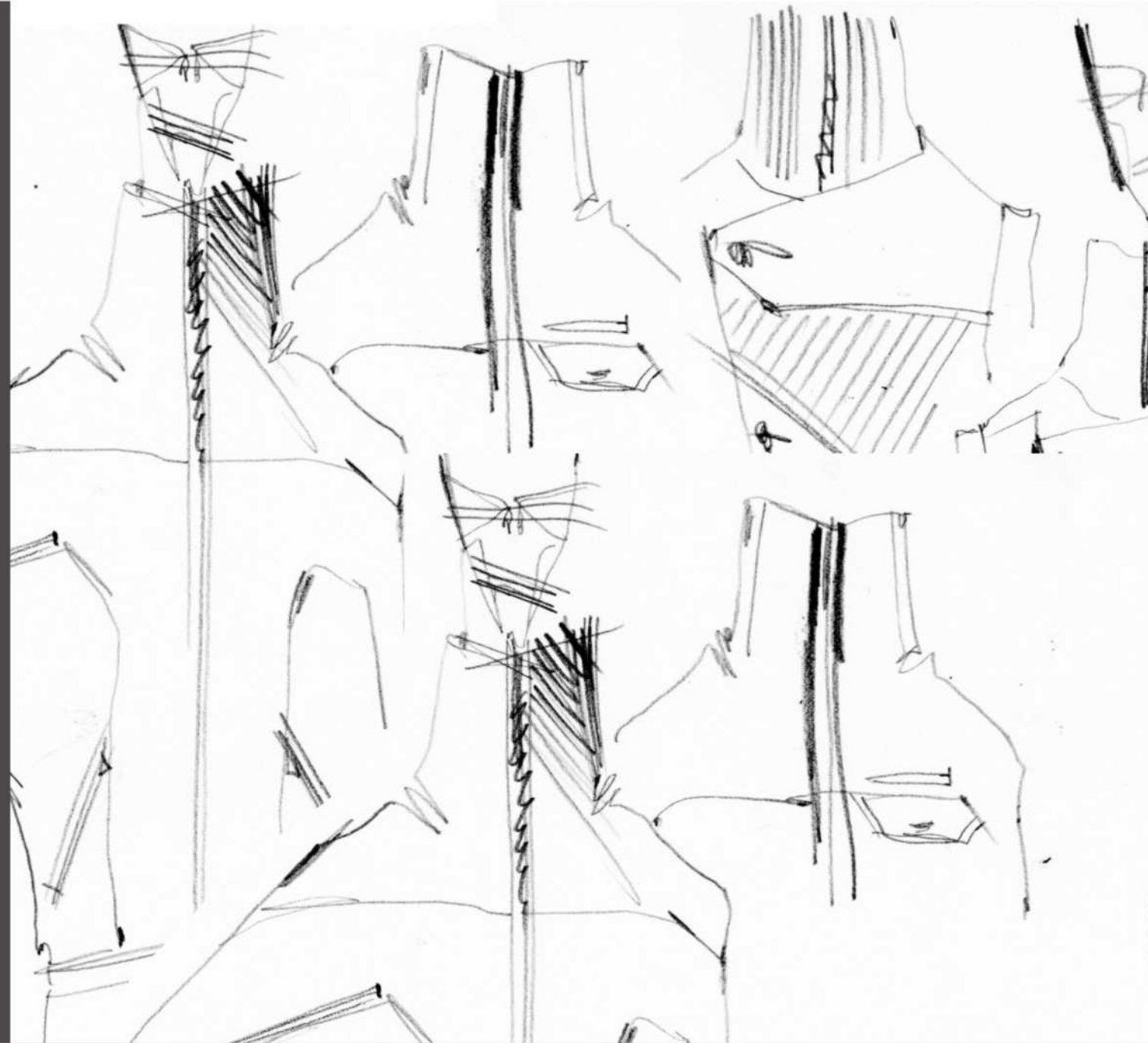
## DESIGNING DEPARTMENT

▼  
We are a professional team of high-skill designers, stylists and technologists. We are creating the unique product in the inimitable brand designer style.

The department is fitted out with modern equipment. We are familiar with CAD, graphics software and the English language, which enables us to work with manufactures at the international level.

Models are designed on the basis of analytical data on dynamics of the customer demand and actual trends at the fashion industry markets, gained from the marketing department. Processes of cooperation between the designing department and manufacture have been worked out. An easy-to-use system of documents circulation with foreign partners has been introduced. The specialists monitor quality control at all stages of the models production cycle.

The team's work experience is over 5 years.



## MANUFACTURE



500 square meters of manufacturing area are fitted out with up-to-date imported sewing equipment for 40 work places which enables to manufacture up to 120,000 production units of various assortment.

Total number of sewing equipment units bought at different time periods from 2007 to 2010 makes up 75 pieces including special equipment: the embroidery machine TOYOTA, belt machine KANSAI, fastener automatic machine BROTHER, a cloth-cutting machine, and a measuring and sorting machine for fabric testing.

Manufacture is fully fitted out with equipment for processing and sewing of knitted fabric, jeans and other denim assortment as well as flimsy dresses, warmth-keeping jackets and overcoats.

High professional skills of the seamstresses make it possible to launch production with a different degree of complexity from the simplest knitted goods to the warm winter assortment. Production lots can be sewn by small lines which make manufacturing process the most efficient; it is also the company's considerable competitive advantage.

In 2010 the company started up production process in China. Today we are cooperating with more than 150 factories. We have had 2 years of good experience on manufacturing all product groups. Quality is strictly monitored at every production stage. Shipping and customs logistics systems have been worked out.



## MARKETING ACTIVITY

Twitter profile for **Маша Харченко** (@FormaLab\_ru). Bio: "Жизнь эксклюзивных вещей". 732 tweets, 298 retweets, 212 followers.

Facebook page for **FormaLab**. Post: "SNOWFLAME New Collection 12/13". Image of a woman's face. Text: "Скоро в твоём городе! www.formalab.ru".

Contacts page for **FormaLab**. Bio: "Молодежная одежда FormaLab™". Website: www.formalab.ru. Date of foundation: 23 ноября 2003.

Formalab Backstage FW 2012/13 2:11

Search results for "Formalab". Results: "Реклама по запросу Formalab".

Скидки 90% **Formalab** - Новая коллекция **Formalab** 2012. www.kupivip.ru/Formalab. Зарегистрируйся и получи 500р!

Молодежная дизайнерская одежда **FormaLab**. Модная одежда ... formalab.ru/

**FormaLab** дизайнерская одежда от производителя. Дизайн одежды и аксессуаров. Модная молодежная одежда. Стильная одежда. Модная одежда ...

ГАЗЕТНЫЙ ПЕР., 54, Г. РОСТОВ-НА-ДОНУ, РОСТОВСКАЯ ОБЛАСТЬ 344002 8 (8632) 69-84-64

Каталог: GIRLS. футболки джемпера платья юбки бриджи шорты ...

Оптовикам: Дизайнерская одежда оптом. Оптовая продажа модной ...

Urban designer clothing: urban designer clothing, интернет-магазин - in\_motion - collection ...

Где купить: Молодёжная одежда FormaLab. На сайте компании ...

FormaLab: forma-lab.ru/ Интернет-магазин молодежной одежды. Интернет магазин кеды. Купить одежду онлайн.

российский производитель молодежной одежды **FormaLab** ... rostov-na-donu.obx.ru/formalab-uid-107522180

Компания **FormaLab**, производитель женской и мужской молодежной одежды предлагает организациям рассмотреть возможность сотрудничества ...

Formalab, Магазин, ИП. Map showing location in Rostov-on-Don.



The website formalab.ru is located in the top ten of search delivery on the subject and traffic-generating enquiries. The site has a convenient automated ordering system for wholesalers. On average the site is visited by 590 people per day; 420 of visitors are unique. The company's own Internet store is attended daily by over 500 people, 320 of whom are extraordinary. Percentage of new visits amounts to 63%. The brand has pages in all social networks; the number of subscribers in each resource is currently over 5,000 people.

## MARKETING ACTIVITY

Since 2010 Formalab Company has been participating in annual professional exhibitions B2B in CPM and Mosshoes (Moscow), Kyiv Fashion (Kiev, the Ukraine).



## MARKETING ACTIVITY

Federal Project Sunday Up Market  
Moscow, Saint Petersburg, Rostov-on-Don, Yekaterinburg, Voronezh and others.

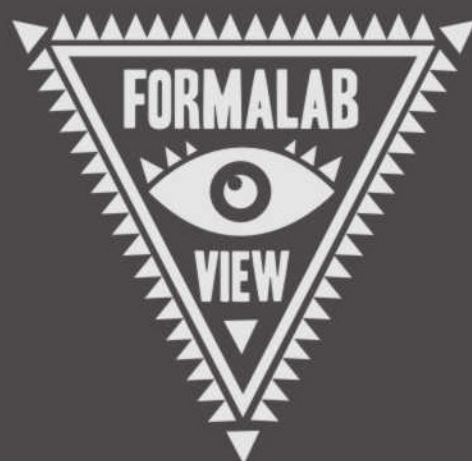


## MARKETING ACTIVITY

Forum "Rostov 2012"  
Project "Wear Moustache" (Moscow, Rostov-on-Don)



## MARKETING ACTIVITY



### Culturological project NEW VIEW.

Within the framework of this project we are launching printed T-shirts devoted to outstanding personalities and world events that proved a human's uniqueness and made an indelible effect on mankind.



## MARKETING ACTIVITY

Regular publications in magazines PRO Fashion, "Sobaka" ("Dog"), "Vybiray" ("Choose"), and the catalogue "Brand".  
Image issues: catalogues, newspapers, cards, flyers, and posters, etc.

The FormaLab Newspaper

Выпуск №001

**FORMALVB**  
SPRING/SUMMER 2012 COLLECTION



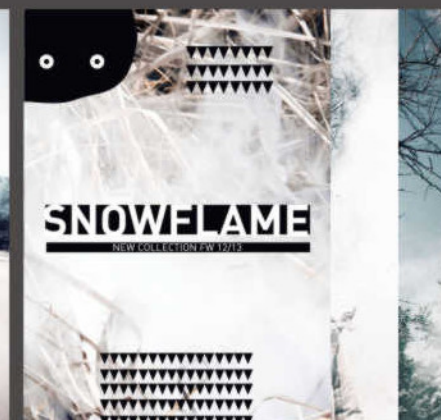
ГОРЯЧИМ СТАНЕТ НЕ ТОЛЬКО ВОЗДУХ  
**ИЗМЕРЬ FASHION-ТЕМПЕРАТУРУ**  
FormaLAB открывает весенне-летний сезон SS 2012.  
Новые образы для смелых и оригинально мыслящих людей.  
САМЫЙ РОССИЙСКИЙ БРЕНД

Всегда носить одежду по сезону. Летом переизбыток тепла, а вот на зиму. Люди часто переживают из-за отсутствия в гардеробе одежды: пальто, куртки, утяжеленные брюки, спортивные штаны, шерсть и мех. Избегайте переизбытка вещей, отдавая предпочтение качественной и удобной одежде. Дизайнеры FormaLAB создали одежду для всех случаев в жизни. Майки, футболки, платья, брюки, рубашки, куртки, пальто, кофты, блузки, босоножки, сумки, очки... Это всего лишь некоторые из них!

ГЛАВНОЕ — УЧАСТИЕ!

80%  
SALE! SALE! SALE!

\*С 1 по 15 августа в магазине FORMALAB скидки до 80% на летнюю коллекцию ГАЗЕТНЫЙ, 54. Подробности по тел. 269 - 84 - 64



FORMALVB  
COLLECTION  
SPRING / SUMMER

www.formalab.ru



1. Форма-Майка, арт. 0101, 0102, 0103, 0104, 0105, арт. 0111, 0112, 0113, 0114, 0115, арт. 0121, 0122, 0123, 0124, 0125, арт. 0131, 0132, 0133, 0134, 0135, арт. 0141, 0142, 0143, 0144, 0145, арт. 0151, 0152, 0153, 0154, 0155, арт. 0161, 0162, 0163, 0164, 0165, арт. 0171, 0172, 0173, 0174, 0175, арт. 0181, 0182, 0183, 0184, 0185, арт. 0191, 0192, 0193, 0194, 0195, арт. 0201, 0202, 0203, 0204, 0205, арт. 0211, 0212, 0213, 0214, 0215, арт. 0221, 0222, 0223, 0224, 0225, арт. 0231, 0232, 0233, 0234, 0235, арт. 0241, 0242, 0243, 0244, 0245, арт. 0251, 0252, 0253, 0254, 0255, арт. 0261, 0262, 0263, 0264, 0265, арт. 0271, 0272, 0273, 0274, 0275, арт. 0281, 0282, 0283, 0284, 0285, арт. 0291, 0292, 0293, 0294, 0295, арт. 0301, 0302, 0303, 0304, 0305, арт. 0311, 0312, 0313, 0314, 0315, арт. 0321, 0322, 0323, 0324, 0325, арт. 0331, 0332, 0333, 0334, 0335, арт. 0341, 0342, 0343, 0344, 0345, арт. 0351, 0352, 0353, 0354, 0355, арт. 0361, 0362, 0363, 0364, 0365, арт. 0371, 0372, 0373, 0374, 0375, арт. 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## DISTRIBUTION NETWORK

**The company sells collections through its own sales department.**

The wholesale department is located in the head office and provides over 80% of the company's turnover. Currently, the client base of active customers in all Russian regions is over 120 contractors; 30% of them have been cooperating with the company for over 3 years. The department's staff consists of qualified managers providing constant active growth of the client base.

**Brand-name Franchising Stores:**

- In the territory of Russia – 9;
- In the Ukrainian territory – 2.

**The Company's Own Retail – 1 Brand-name Store.**

**Internet – retail:**

- own Internet store;
- regular cooperation with popular Internet-projects: shoptime.ru, trendsbrands.ru, mamsy.ru and others.

**Foreign branch offices:**

Dynamically developing sales department in Kiev, the Ukraine, has been working since October, 2011.



## FORMALAB TOMORROW

By estimation of research centres a part of domestic manufacturers in total volume of clothing market makes up only 3.4-3.7%. At present the Russian clothing market is not virtually saturated and consolidated. At the same time segments of fashionable and sports wear in the middle price category are actively developing most of all.

Clothing market shows steady annual growth by 15-20%. Experts say the tendency will proceed in the future. The electronic commerce market in the segment of clothing and footwear shows special growth dynamics at 39% per year.

Taking into account general market trends and dynamics of the company Formalab's prior periods, further annual profit increase will make up 27-30% due to active retail development including franchising, e-commerce turnover growth, optimization of an advertising budget, and brand promotion to the European market.



**FORMALVB**

<http://www.formalab.ru>