

FORMALVB







FORMALVB / Sources of Inspiration /

Russian brand was established in 2005.
Our sources of inspiration:

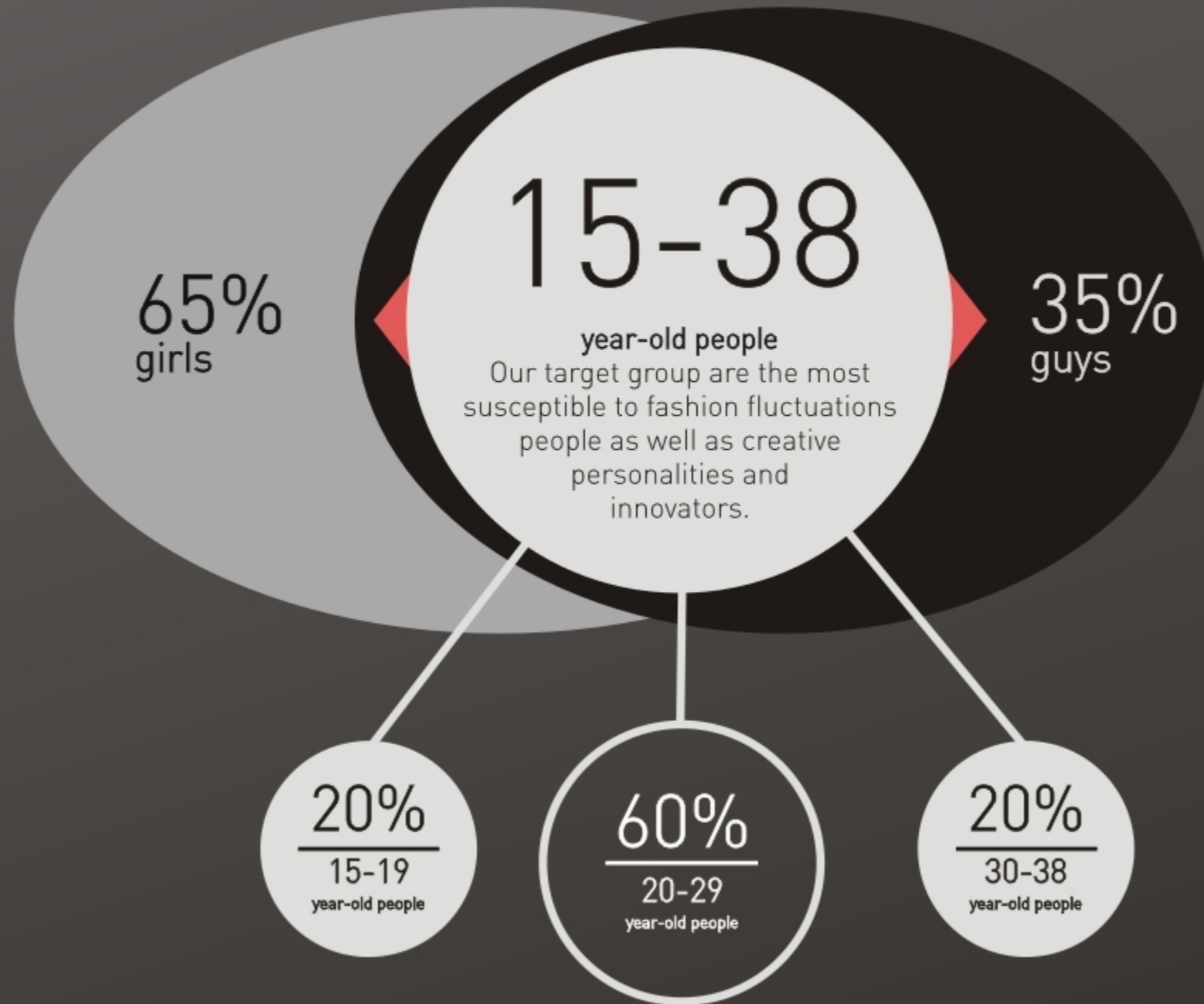
- ▼ urban quarters,
- ▼ asphalt and bricks,
- ▼ flowers and concrete,

...and love!

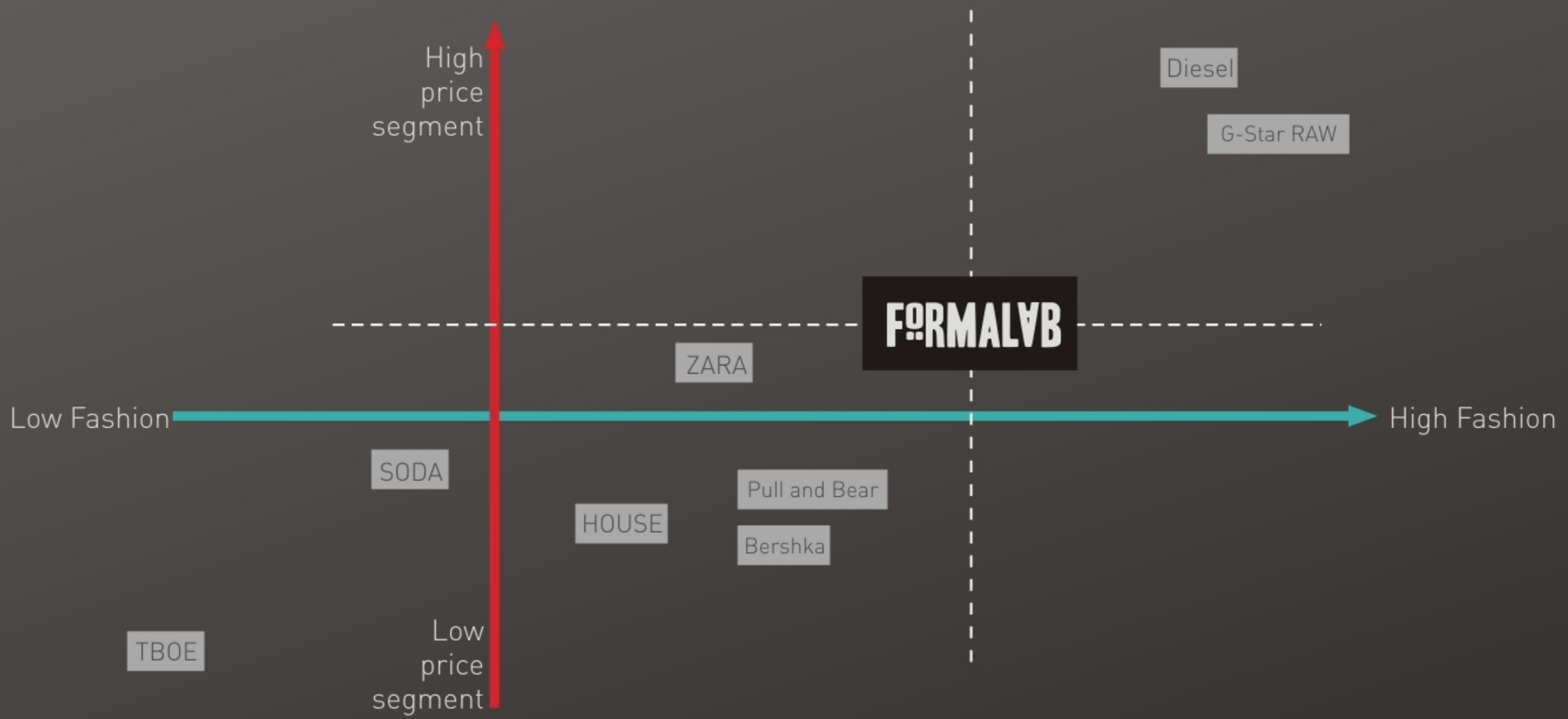
FORMALVB / Sources of Inspiration /

We make clothes.
All the rest you can do yourself.

FORMALVB / Brand Positioning / Age Segment



FORMALVB / Brand Positioning / Price Segment



Brand description

- Designer +
- Independent +
- Intellectual +
- Ecological +
- Holistic +

FORMALVB

Competitive advantages of the brand

- + Russian author's design is on a level with European standards.
- + High quality at all production stages.
- + Image integrity due to the complete assortment line: clothes, footwear and accessories.
- + Well thought-out cut which is hardly ever met in the given price segment.
- + Limited number of samples - each thing is exclusive.

FORMALAB in social networks.



We have been online since 2009.

Masha Kharchenko has become a company's image in the Internet.

- ▶ Brand's actual news;
- ▶ Survey of collections, novelties and look books;
- ▶ Actions and discounts in the company's online and chain stores;
- ▶ Fashion news about seasonal trends and tendencies;
- ▶ Interactive communication - polling, voting and discussions;
- ▶ Audio and video materials.

FORMALVB / Marketing Activity / b2b

Since 2010 года the company FORMALVB has been participating in annual professional exhibitions
b2b: CPM (Москва), Kyiv Fashion (Kiev, Ukraine), Mosshoes (Moscow).



FORMALVB / Marketing Activity / BTL

Federal project SUNDAY UP MARKET: Moscow, Saint Petersburg, Rostov-on-Don, Yekaterinburg, Voronezh, etc.



FORMALVB / Marketing Activity / BTL

Project "Day of Beauty" of the magazine Cosmopolitan and the company Sunsilk (Moscow).
Project «Shopping Night" (Rostov-on-Don, Saratov).



FORMALVB / Marketing Activity / BTL

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



FORMALVB / Marketing Activity / Art Projects



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.



FORMALVB / Marketing Activity / Art Projects

Project Music Stage.

This is a tandem of designer clothes, alternative music (bands The Silver Wedding, Abviotura, Joy Dose, etc) and youth art projects.

Within the framework of this project a large-scale action Urban Waste Paper (Gormakulatura) on waste paper collection and recycling was carried out; a lot of trees were planted in the parks of Rostov-on-Don. Especially for that event Formalab had designed the company's bands that became a peculiar uniform for participants of the action.



FORMALVB / Marketing Activity / Art Projects

All-Russian Festival "Picnic Posters" (Moscow).
Project Sensation White (Saint Petersburg).
Festival of Street Art "Macaroni Factory" (Rostov-on-Don).



FORMALVB / Marketing Activity / ATL

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

The FormaLab Newspaper

Выпуск № 01

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.

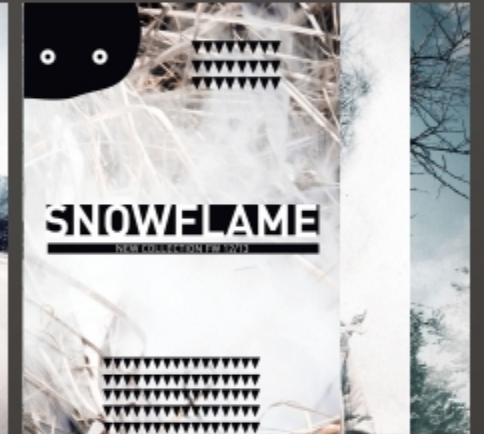
САМЫЙ РОССИЙСКИЙ БРЕНД

Всегда носить одежду на все времена. Это универсальность жизни с ног до головы. Такие вещи сохраняют настроение сезонов и позволяют легко войти в гости, устроить праздник, отправиться на свидание, сходить в школу. Настоящие бренды не выгорают, только люди — отличительный признак оригинальности. Делайте свой выбор. All seasons collection, для всех сезонов в жизни. Майка, футболка, кофта, свитшот, рубашка, куртка, пальто, жакет, блузка, брюки, юбка, платье, штаны, джинсы. Это всегда будет актуально!

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

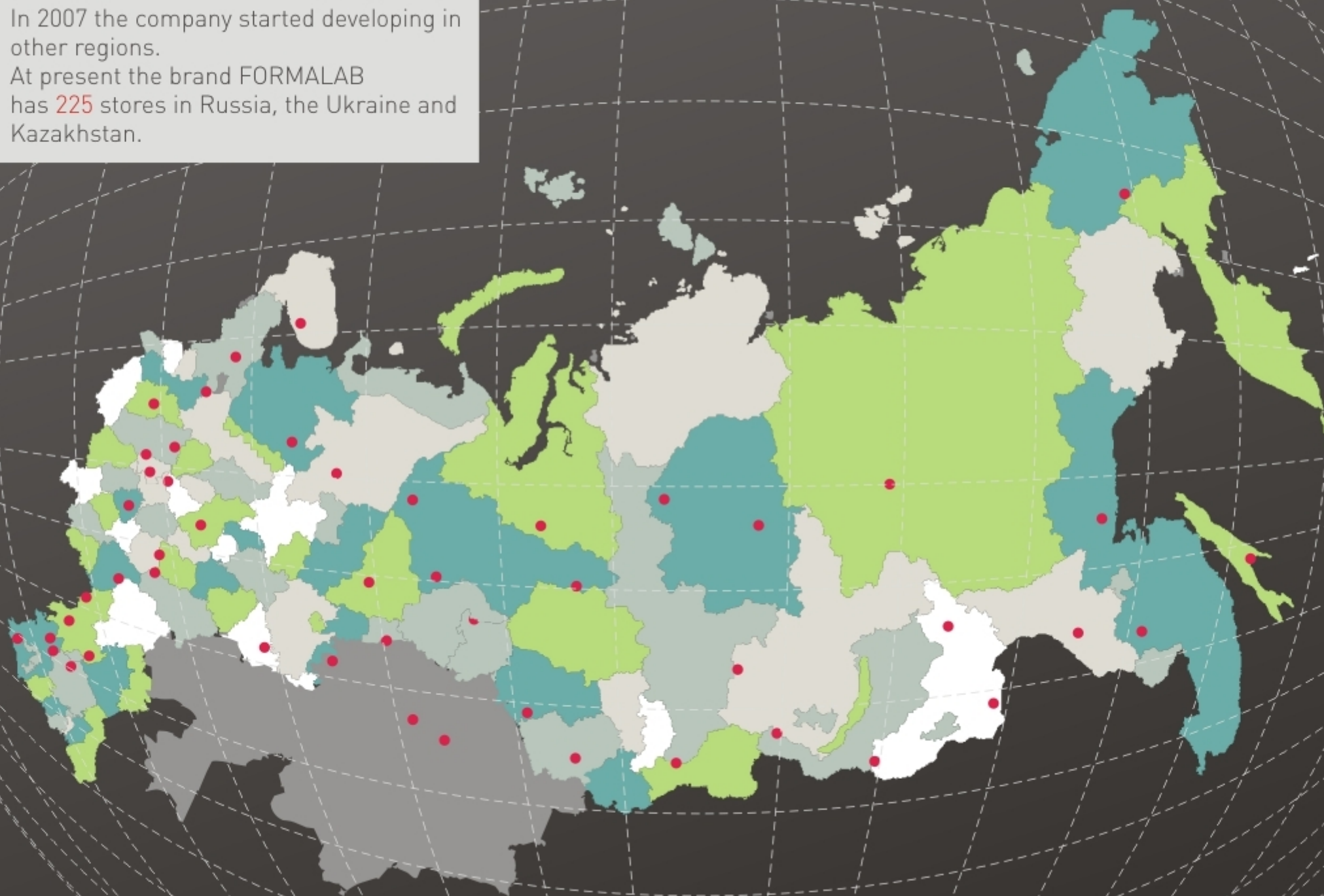
NEW
COLLECTION
FORMALVB
http://www.formalab.ru



1. Кожаная куртка, арт. 0120, 4990 руб.
2. Кожаная куртка, арт. 0121, 4990 руб.
3. Кожаная куртка, арт. 0122, 4990 руб.
4. Кожаная куртка, арт. 0123, 4990 руб.
5. Кожаная куртка, арт. 0124, 4990 руб.

FORMALVB / Brand Geography /

In 2007 the company started developing in other regions.
At present the brand FORMALAB has 225 stores in Russia, the Ukraine and Kazakhstan.



FORMALVB / Brand Geography / The Ukrainian Office

Showroom in Kiev.



FORMALVB / Brand Geography / Brand-name stores /

The first conceptual shop FORMALAB opened in Rostov-on-Don in 2009. Today company's stores FORMALAB are successfully working in Russian and Ukrainian cities.

Russia:

Vladikavkaz,
Vologda,
Gubkinskiy,
Yekaterinburg,
Irkutsk,

The Ukraine:

Melitopol,
Simferopol.





FORMALVB

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