



***GLORIA JEANS***

Best fashion. Best quality.  
Best price.

Company presentation

Gloria Jeans is a vertically integrated retailer and a leader in the fast fashion segment across Russia and CIS countries. Gloria Jeans designs, produces and sells fashion apparel, footwear and accessories both for adults and kids under Gloria Jeans and Gee Jay brands.

Gloria Jeans brand awareness in Russia is 95% (according to McKinsey consulting company).

Gloria Jeans' business model is based on implementation of the fast fashion concept which implies prompt development, production and sales of the trendiest assortment range at affordable prices.













**ABOUT COMPANY**    о компании

The Company was founded by Vladimir Melnikov in 1988, and by late 2017 the company-owned store chain comprised 568 stores in 300 cities of Russia, Ukraine, Belarus, and Georgia.

The Company's headquarters is located in Moscow where it operates 8 regional sales offices, 2 large logistic centers in Novosibirsk and Novoshakhtinsk as well as production centers in Russia, Ukraine, Hong Kong, China, Vietnam, Bangladesh, and India.

Gloria Jeans employs over 15,000 people.





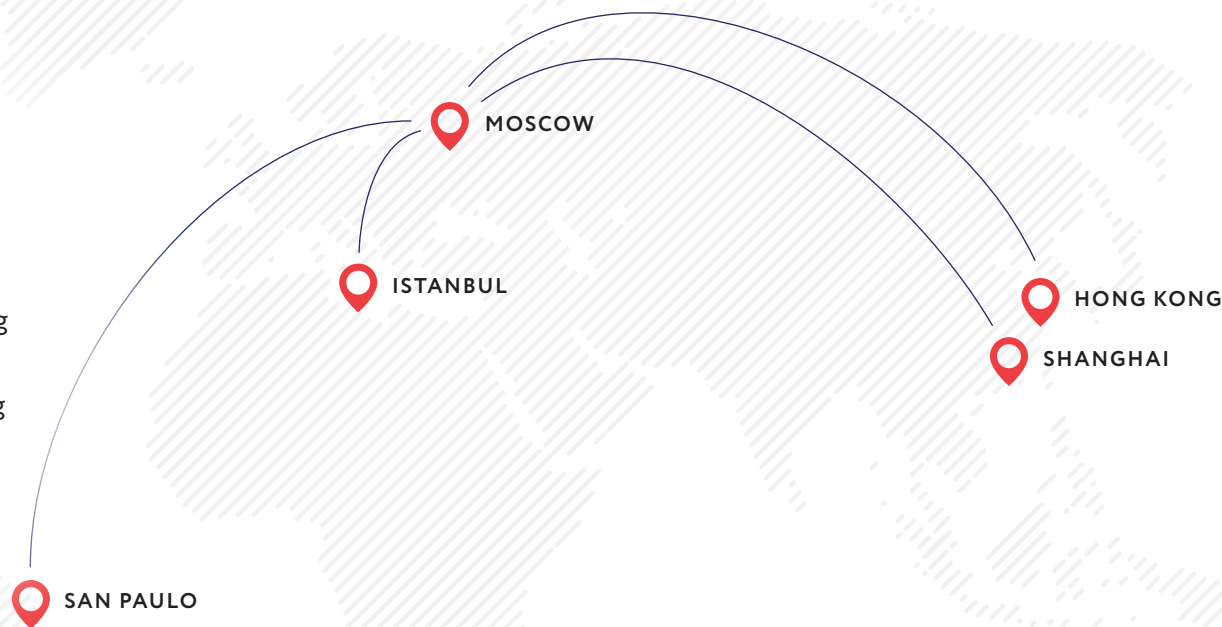
Gloria Jeans is a fashion brand with 30 years' history.

Gloria Jeans' business concept lies in the fact that our customers get fashionable and top quality products at affordable prices.

The Company's competitive advantages are a vertically integrated brand and in-house design and development.

Most companies buy products from vendors that offer them ready-to-wear collections. Generally, they are Hong Kong, Japanese, US, and French companies. Gloria Jeans independently designs its products and has a far-reaching sourcing department worldwide.

The Company's own design and merchandising centers are located both in Russia and in Sao Paolo, Shanghai, Istanbul, and Hong Kong.

















We guarantee the best prices because:

- We develop in-house design and merchandising centers, use international experience and deep knowledge of design, fashion and textile;
- We collaborate as one team with the best international specialists who worked for globally acknowledged European and American companies;
- We expand our own production capacities by acquiring factories and cutting-edge equipment;
- We build logistic centers to reduce lead times for delivery of new products to stores;
- We reduce costs at each stage due to our constant efforts for optimizing the business processes through cooperation with consulting firms such as McKinsey, PricewaterhouseCoopers, etc.



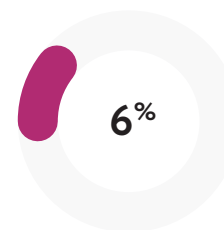


Balancing between fashion, quality, and the best price is a core of the Gloria Jeans strategy. That's what the creative process of making collections is based on – from idea to fitting the ready-made item.

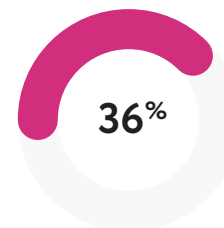
Novelties of fashion, art, music, movies, fashion shows, exhibitions, creative persons – all that inspires the Gloria Jeans designers during trips around the world seeking to create future collections.

Rapid renewal of Gloria Jeans collections underlies our success with customers. Be it a global fashion trend or street fashion, a traditional look or individual style – Gloria Jeans collections have it.

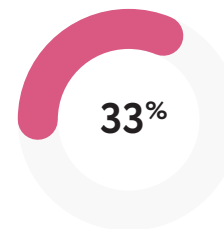
Working for its customers, Gloria Jeans creates the product the market needs. The Company has narrower age group segments – each store has five target groups – for the newborn, for younger and older kids, for adults, for young women and men.



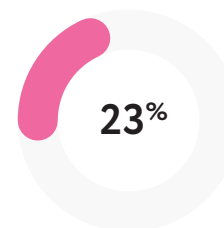
FROM 17 TO 22 YEARS OLD



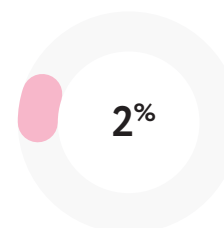
FROM 13 YEARS OLD



FROM 5 TO 12 YEARS OLD



FROM 1 TO 5 YEARS OLD



FROM 0 TO 1 YEARS OLD



**STORES**    магазины

Each store of the Company ramps up the Gloria Jeans brand.

568 stores in 300 cities of Russia, Ukraine, Belarus, Kazakhstan, and Georgia are based in the best locations – whether a flagship store in a capital or a store in a small town's shopping mall. The Company sticks to this principle from the day of its foundation in 1988.

Developing its chain, the Company selects the best business location, analyses the market potential, demographic structure, purchasing power and infrastructure.

The premises which Gloria Jeans stores occupy do not belong to the Company, which makes them flexible and fast to adapt.

Along with chain development, existing stores are constantly refurbished and revamped, offering customers new emotions and new shopping experience.













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## PARTNERSHIP    партнерство

Gloria Jeans maintains and boosts growth rates, leading Russia's light industry.

As the market leader, the Company is willing to secure long-term leases for premises over 1,000 sq. m, over 1,500 sq. m in larger cities, in malls and in standalone buildings.

The development strategy of Gloria Jeans is to find right locations and areas. Gloria Jeans is your reliable business partner.



Please send your offers for new store locations at [arenda@gloria-jeans.ru](mailto:arenda@gloria-jeans.ru), or contact the Real Estate Department by phone: +7 (928) 167-42-76