

LLC FLY is a distributor of the several European brands in Russia:

**FLY LONDON - SOFTINOS –
ASPORTUGUESAS - PORTUGAL -
THE SHOES**



A S P O R T U G U E S A S
egofriendly footwear



**HEYDUDE - ITALY - THE
SHOES**

KAPORAL -FRANCE - THE CLOTHES



**AMSTERDENIM - THE NETHERLANDS
- THE CLOTHES - JEANS**



ABOUT US

LLC FLY has been working on the Russian market since 2013 and the main business is a wholesale trade



Our company is located in Moscow. We have a showroom and a warehouse.

(the address is BC “Zolotoye kol’to”, metro Kozhukhovskaya)

We have about 400 current customers,among such as online and offline stores:

<https://www.butik.ru/women/> is located in Moscow and several stores in Kazan, called

Glam https://www.instagram.com/glem_russia/

Olsen <http://kazan.compromesso.ru/shops/olsen/>

These customers have their own stores and web-platforms too.

Our customers are from the different regions of Russia, not only from Moscow, but from Kazan, Nizhnevartovsk, Voronezh, Vologda, Anapa, Sochi, Vorkuta, Khabarovsk, Chelyabinsk, Stavropol, Saint Petersburg

They sell shoes, accessories, man\woman’s clothes

We cooperate with one of the biggest web-shop in Russia called <https://www.kupivip.ru> where we sell Fly London, Softinos, Asportuguesas and of course, we promote these brands making it recognizable for the retail customers.

As our main goal is a working with the wholesale customers, we don’t have our own online shop, we have our web-platform called <https://www.yachting-fly.ru/> but it is like an informational page for the potential clients.

Overview of the Russian market



Given the difficult economic situation on the Russian market

- **we see constant interest from wholesale buyers of shoes from Europe,**
- **we see a growth as new wholesale buyers,**
- **we see an increase in the volume of orders from regular customers**

That is why we have our own warehouse for customers who would like to sub-sort the product, or this is a great alternative for "doubting" customers who, not knowing the brand, are afraid to make the pre-order the collection, and we give a chance to try this brand for their retail stores

Our market segments

Medium and Medium plus



- The brand HEYDUDE (it is textile shoes – large pre-orders of summer collections) it is a medium segment



- The brands FLY LONDON, Softinos, Asportuguesas – the medium plus-large pre-orders of winter collections (only genuine leather, according to climatic conditions FLY LONDON has several warm lining of the models)



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THE SYSTEM GS1

GS1 is a not for-profit organization that develops and maintains global standards for business communication. The best known of these standards is the barcode, a symbol printed on products that can be scanned electronically

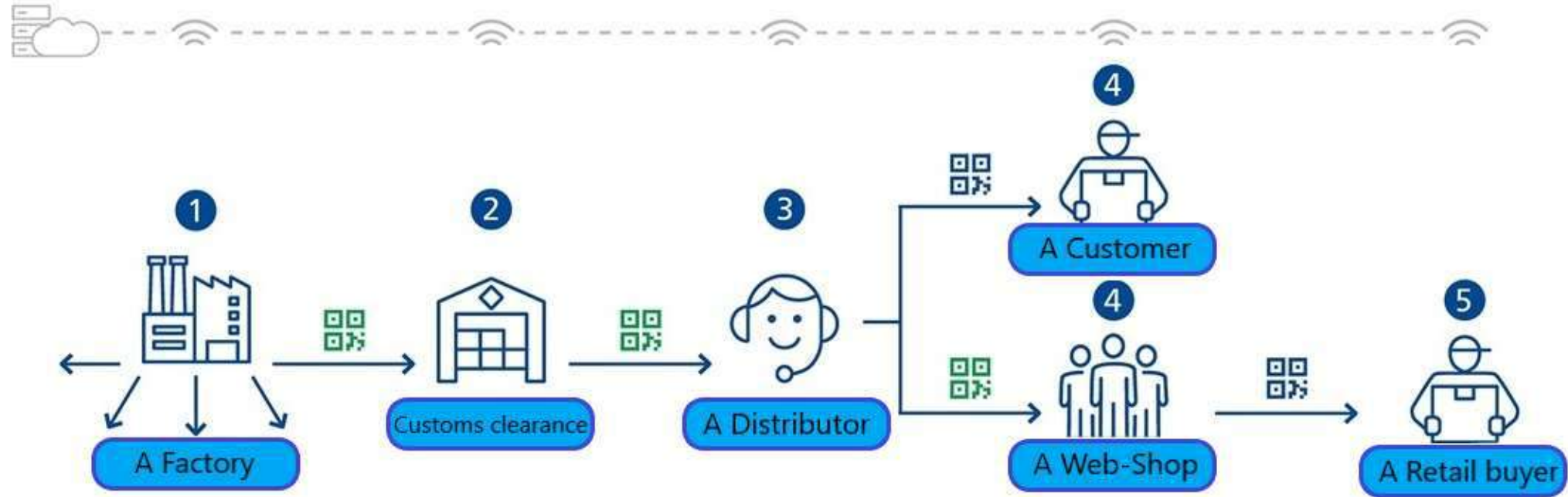


Since July 1, 2020, Russia has introduced mandatory labeling of shoes, based on the barcodes from the system GS1, we form an unique code for each size of each model

AN UNIQUE CODE OF THE MODEL



THE SCHEME OF LABELING IN RUSSIA



HOW TO START YOUR BUSINESS IN RUSSIA?



1. WHY ONLY YOUR BRAND? A BRAND UNIQUENESS

2. The catalogs, the presentation images, the pictures

3. The prices for the distributors

4. The stock of your product

5. The samples

A PROMOTION



OUR PROMOTION KEYS:

- The meetings with our customers in the showroom-presentations of new brands
- Presentation letters
- Visiting potential clients in different cities with the samples of the new brands
- A participation in local and international exhibitions-CPM, EUROSHOES, OBUV MIR KOZHI-Moscow, MICAM-Italy, Milan, Panorama and Premium-Berlin-Germany, Pitti Uomo-Italy, Florence
- Instagram and our web-platform www.yachting-fly.ru



Thank you for your attention

Iraida Molotdsova

iramolod@mail.ru