ANALYTICAL SUMMARY
RELEASE N° 1

RUSSIA'S FASHION MARKET:

INDUSTRY TRENDS, CURRENT CENTRAL FIGURES AND NEWS

Prepared by the consultancy firm Fashion Consulting Group, by request of Collection Premiere Moscow.

CPM

Fashion Consulting Group

Today's themes:

INTRODUCTION

After 15 years of tremendous and extensive development in 1999-2014, during the last 5 years the Russian fashion market has changed from rapidly growing and unsaturated into saturated and highly competitive market characterized by broad offer in all the segments, well-developed trade infrastructure, intelligent and exacting customers as well as by wide exposure of various international brands. It's worth noting that Russia is high on the list by the number of the marketed brands. Pretty much every world leader has already been operating in Russia.

The important factor increasing the tough competition at the market tends to be the long-lasting consequences of the international economic sanctions and the local foreign exchange crisis of 2014 which has resulted in significant weakening of the buying activity as compared to the impulsive consumer behavior during the preceding decades.

The turbulent market challenged companies and by so doing it made strong players stronger, opened the door to innovating retailers, new niche brands and the Internet-based projects.

The Russian market is going through a difficult period but continues to be promising and interesting for those companies that place it within the long-term strategic context, are able to respond quickly to local demand fluctuations and comply with the current requirements to digitalization.

TRENDS AND FACTS

MARKET INDICATORS: ACTIVITY OF INTERNATIONAL BRANDS AT THE RUSSIAN FASHION MARKET IN 2019: ENTRIES/EXITS OF BRANDS

Against the background of demand stagnation, the market infrastructure and strategies of the players have been changing. In spite of the fact that the mass demand steadily continues to shift to the low-price segment, large international companies of the middle segment as well as Russian large retail chains of the middle segment have temporarily slowed down implementation of their programs for development and installation of new stores. In 2019 the retail chains of the mid-price segment, such as Next and Next kids, The Athlete's Foot, Intersport, Thomas Sabo, Under Armour and Superdry, have announced their exiting from the market because of the challenging situation and lack of positive dynamics of sales subject to necessity for further investments. It is an opportunity to grow for the brands that are not widely known and are notable for low costs for branding and services — that means the growing number of local players of small and medium business and small stores of local designers that enter the market via the online marketplaces and local shopping centers. During the last few years, regional shopping centers have actually doubled the number of stores of local brands that rapidly grow both as free-standing brand boutiques and as multi-brand stores.

Nevertheless, the market of Russia is the largest in Europe and new brands continue to enter it. In 2019 brands of the premium and luxury segments were the most active. In 2019 the first mono-brand stores and corners were launched by 18 fashion brands the majority of which are apparel brands from the European countries and from the USA.

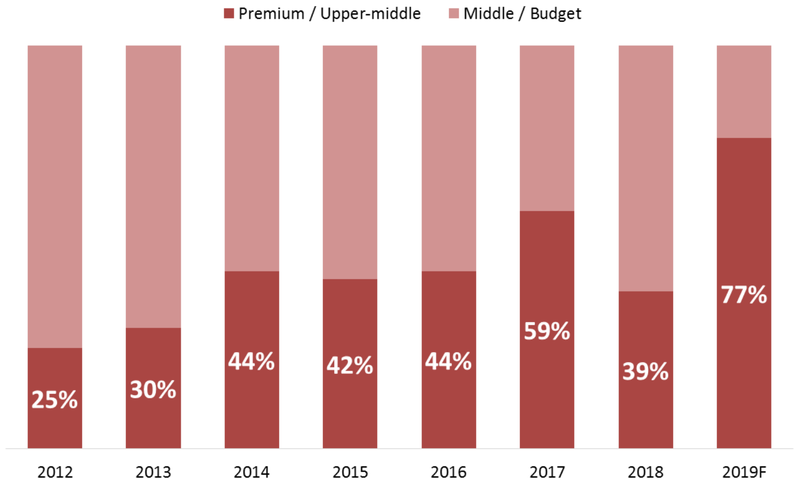
New international fashion brands that entered the Russian market in 2019 (refer to the table below):

	Brand	Source county	Specialization	Price segment
1	**Balmain**	France	Apparel/Footwear/Underwear	Premium
2	**DKNY Sport**	USA	Apparel/Footwear/Underwear	Upper-middle
3	**Bape**	Japan	Apparel/Footwear/Underwear	Upper-middle
4	**Rains**	Denmark	Apparel/Footwear/Underwear	Upper-middle
5	**Giorgio Magnani**	Italy	Apparel/Footwear/Underwear	Premium
6	**Cult Gaia**	USA	Apparel/Footwear/Underwear	Premium
7	**Hackett**	England	Apparel/Footwear/Underwear	Premium
8	**EA7**	Italy	Apparel/Footwear/Underwear	Premium
9	**Loewe**	Spain	Apparel/Footwear/Underwear	Premium
10	**Vfiles Yellow Label**	USA	Apparel/Footwear/Underwear	Upper-middle
11	**Off-white**	Italy	Apparel/Footwear/Underwear	Premium
12	**Sandro Homme**	France	Apparel/Footwear/Underwear	Premium
13	**Birkenstock**	Germany	Apparel/Footwear/Underwear	Upper-middle
14	**Jonak**	France	Apparel/Footwear/Underwear	Upper-middle
15	**Carter's**	USA	Children's apparel	Middle
16	**Giovanni Raspini**	Italy	Jewellery	Premium
17	**Richard Mille**	Switzerland	Watch	Premium
18	**GaGà Milano**	Italy	Watch	Premium

Source: according to Magazin Magazinov, Knight Frank

In comparison, the total number of entries in 2018 is 19 which is comparable to the figure in 2019, but activity of the premium brands in 2019 is by far higher than has previously been the case. During the previous years, retailers of the mid-price segment mainly prevailed. So, for example, the share of brands of the upper price segment (premium and luxury) was 39% in 2018 and amounted to 77% in 2019. Increase in activity of the players of the premium segment in 2019 was influenced, in particular, by activity of TsUM (the Central Department Store, Moscow, Russia), the leading department store of the premium class in which corners of Bape (a youth apparel brand from Japan), Cult Gaia (the USA) and Loewe (Spain/LVMH) brands were set up.

Structure of brands that entered the Russian market, by price segment
2012—2019F



Source: according to Knight Frank (preliminary estimation)

The prolonged stagnation of consumption that began in 2014 had impact, first of all, on the mid-price segment and it discourages small brands of the middle segment from actively entering the Russian market. However, following the results of 2018, volume of the luxury segment of the fashion market was up about 5%, expressed in roubles. Moreover, the estimation of increase in volume of the luxury segment in 2019 is quite positive against the background of overall negative trends at the market and is preliminary within the range of 8-10%.

Amid the economic stagnation, the luxury segment proves to be the most stress-resistant segment of the fashion market. This is largely due to the fact that income of the main category of buyers of the luxury segment – the most affluent buyers – are diversified and part of their income is invested in foreign assets and does not depend on the local crises and fluctuations of epy exchange-value of rouble. It also points to increase in social divide and to gaps in the structure of income levels of the population. Increase in turnover of the luxury segment has strengthened its position in the overall structure of the Russian fashion market. The share of the luxury segment is estimated to be 11-12% of the total turnover of sales of apparel, footwear and accessories.

The trend for athleisure continues to be one of the most important drivers of sales growth, in the premium segment as well. Popularity of sportswear is related not only to increased popularity of active and healthy lifestyle but to comfort, look and feel of sportswear. These are the most desirable characteristics of apparel for busy life of contemporary inhabitants of large cities in Russia. For example, in the affordable luxury segment, which is followed by the premium segment, Jamilco and Lady & Gentlemen companies have launched the first mono-brand stores of DKNY Sport, a brand from the USA, and EA7, the sportswear line of Emporio Armani, an Italian brand.

It is only a small number of global players that have not been represented at the market of this country. Nevertheless, a new market for export of strong and newly minted brands has been growing – it includes China and Asia region. On the short-term horizon, a surge international expansion can be expected from the Chinese local brands. So, for example, the following retailers are expected to enter the Russian market: Urban Revivo (a youth apparel brand from China), Li Ning (a sportwear brand from China) and Poney Group (a children wear brand from Malaysia).

STRATEGIES AND OPERATING MODELS

Brands make their first entrance at the market in a different way. Those brands that intend not just to test out the market but to firmly establish itself at the market seek opportunities to achieve a strong position at the Russian market rather than to confine themselves to single sales. This can be:

1. Local agent/distributor that is engaged both in retailing and in wholesaling respectively. In this case such person is the exclusive wholesaler that buys out commodities of the manufacturer/brand at the dedicated market. Such distributor keeps the commodities at his own warehouses and further, based on agreements with the manufacturer/brand owner, sells those commodities as a wholesaler or as a retail chain, being, in essence, the second hand. Such relations are often formalized as master franchise. In such a case, success/failure of a brand at the Russian market entirely depends upon success and activity of the local partner.
2. Local show room that is engaged in wholesaling. Such show room usually manages the whole pool of customer brands networking them with retailers. The format of the agency or representative show room implies agency fee that is from 5 to 15% of the turnover for arranging of preliminary order for collections as well as for support of information, financial and logistic processes of fulfillment of the order as between the brand/manufacturer and the customer. Where a show room has a strong pool of brands, any brand has a chance to find its way to a large number of various customer stores of the show room. But it should be kept in mind that in the show room any brand competes with other manufacturers that are represented by this middleman.
3. Representative office of one's own – all the costs and expenses for the representative office are born by the manufacturer and the customer database is limited only to your relations. The advantage of this format is that there is no middleman in communications between you and the market and the customers. Operating directly, brands reduce expenses for agents and are in a position to pursue more flexible price and marketing policies, to respond faster to domestic demand and to make prompt decisions on the local managerial strategies. More and more large brands operate directly at the Russian market.

Nowadays the majority of the large global brands both of the luxury segment (such as Louis Vuitton, Chanel, Tiffany & Co, Prada, Valentino, Dior, Burberry, Gucci, just to name a few) and of the middle segment operate directly at the Russian market (INDITEX, H&M, UNIQLO and others). Some of them started via their Russian partners. And as such brands achieved success at the market, they did not extend their contracts or bought out the master franchise from the local partner.

Master franchises are usually bought out either during dynamic growth of the market or during the period of crisis-ridden drop in sales. Such approach enables to support the brand at the market if the market is going through a crisis and even by allocating temporary investment support for the brand. In such a way the brand can maintain its presence and stability at the temporarily dented market. In certain circumstances, the reason for termination of the relations may be failure in achievement of the targets that the Russian partner commits to achieve under the franchise agreement within a certain period of time. In most cases, the targets are related to the number of retail outlets and/or to amount of turnover.

Prada and Gucci started with Mercury and became self-sustained in 2011 and 2014 respectively. Dior and Burberry started with Jamilco and became self-sustained in 2006 and 2015 respectively. Levi Strauss & Co. and Guess also started via the subdivision of Jamilco and became self-sustained in 2009 and 2011 respectively. Mandarina Duck and Il Gufo were distributed via Bosco di Ciliegi and in 2017 Brunello Cucinelli bought out 62% from the company that managed the boutiques.

ANDREY GORB, CHIEF SALES OFFICER IN THE CIS COUNTRIES, VAN LAACK GMBH, MÖNCHENGLADBACH, GERMANY:

"VAN LAACK company entered the Russian market and began to carry on retail business on its own in 2018. However, it should be noted that the company carries on its business on its own only in part. Mainly, it is collaborating franchising stores or multi-brand partners that buy VAN LAACK goods in the B2B format.

As for advantages of direct representation, due to the fact that this economic model of operation at the market is more profitable, it enables to structure a different policy of loyalty and discounting. Besides, if a company is directly engaged in retailing it can better understand the competitive environment in which it exists, i.e., it becomes possible to set fair retail prices. Such possibilities are restricted in a situation where business is carried on via partners.

Moreover, direct representation and carrying on of business within the territory of any country determine such company to take a closer look at the market environment, and it means to respond faster to any fluctuations and changes.

Introduction of stricter requirements to import, in particular, marking of light industry goods, is one more problem that can be solved by far easily by any brand manufacturer that carries on retail business on its own.

It is actually rather difficult to point out any disadvantage of having of direct representation. The current market is quite consistent and comprehensible. As for the challenges or barriers that may occur when opening it, they exist only in the domain of uncertainty related to the market. First of all, it is fear of foreign companies that do not understand the Russian market quite well, and uncertainty in economic environment and stability of the Russian market that is further fuelled by the foreign print media.

From the standpoint of legal or tax aspects, no problems arise; the infrastructure is available; lease relationships are quite transparent and understandable. Fear remains the main barrier to carry on retail business on one's own at a new market, especially for companies that do not pertain to the upper price segment. Of course, countless examples are known when in the years of crisis brands have entered the market unassisted; they understood what they entered; they had teams ready and smooth distribution chains."

DIGITALIZATION OF RETAILING

Rearrangement of sales channels is the most important long-term trend – reduction of the share of the offline sales against the background of continuing of explosive growth of the online format. In spite of the fact that offline is still the main channel of sales of apparel and footwear in Russia (about 90%), yet still virtual sales take its place in a step-by-step manner. According to the results of 2019, growth of the Russian market of fashion e-commerce exceeded 20%. According to our forecast, next year this format of sales will demonstrate the growth rate at the level of 15-20%. Amid reduction of customer traffic in shopping centers by 10-15% and the forecasted decrease in volume of the Russian fashion market by 3-4%, by the end of 2019 the Russian market of e-commerce has grown by more than 24% (according to estimates of Data Insight).

2,27-2,29
trillion rubles

35,1-35,4
billion dollars

APPAREL, FOOTWEAR AND ACCESSORIES SALES VOLUME, 2019

291
billion rubles

4,5
billion dollars

APPAREL, FOOTWEAR AND ACCESSORIES **ONLINE** SALES VOLUME, 2019

Source: according to FCG

The advantages that provide the Russian consumers with incentives to make online purchases are as follows:

- Cost saving: ostensiveness of discounts, possibility to find the most advantageous price.
- Economy of effort: convenience of personal search and obtaining of information as well as possibility of snapshot comparison of goods.
- Tome saving: shortening the time for making of a purchase.

In addition to the above, the drivers for the Russian consumers to shop online are not only reasonable but also emotional. Here is some of the emotional factors mentioned by the Russians:

- Possibility to switch off from everydayness, to take a dive into the midst of one's dreams and desires (for example, to go in for choosing of summer apparel in winter and while being at it to think about the coming holidays).
- Possibility to feel like a rational person who makes well-considered decisions and think them over.
- Possibility to get away from realities of the world around us and to settle down in the world of infinite possibilities.
- To get a little party for yourself started – to buy something you like and be excited waiting for delivery of the thing from overseas.
- To receive new interesting information about the available goods and services.

At the same time, today 85% of the Russian buyers of apparel/footwear of 25 years of age and older prefer to see and test goods before purchasing. Moreover, the traditional shopping includes the full range of channels of influence upon emotions: visual, tactile, aromatic, etc. As a result, the share of returned and unpurchased orders delivered by online shops may be as high as 50%, while returns of purchases to store is about 10%. Besides a possibility to try on, sociality of real shopping is probably the most important factor. Same as before, people need attention, respect and recognition of their importance, those being emotions and feelings that can be experienced only by involving other people. The world without lack of goods suffer from lack of communication.

Since 2018, shopping centers of Moscow have initiated the process of arranging of areas meant for lifestyle experience. These include not only cafes, restaurants, cinemas, playgrounds, pop-up concepts but also interactive workshops, lectures, trade fairs, edutainment for children (entertainment + education), concerts, co-workings, farmer markets, gastro markets, etc. Such lifestyle shopping experience is not available online, it is feasible only in the real world outside of the monitor screen.

That is why the traditional commerce has definitely its advantages for consumers. And today online and offline formats are complementary sales channels rather than "either… or", and if such rates of growth of the online sector is maintained, as early as by 2025 the balance of these channels will be 50/50. Therefore, multi-channeling is the main strategy of development of retailing that implies a possibility for consumers to choose freely the place of shopping. For example, today many Russians select/try on offline and buy online.

Source: according to GFK

As can be seen from the above, the task of multi-channel sales has been set both by the traditional retailing and by e-commerce. And all the digital technologies are the state-of-the-art tools for coordinating of such sales in the virtual and real worlds so that to provide customers with the best convenience.

Supported by the strategies of multi-channel retailing, the fastest growing sales can be observed at the leading marketplaces, such as Wildberries, Lamoda and Ozon (the total turnover of these 3 players is more than 50% of the turnover of the overall local market of fashion e-commerce). For example, according to Ozon, sales of apparel and footwear at Ozon online trading venue has grown by 130% over the first 11 months of 2019, and, as of end of 2019, the turnover of Wildberries has grown up to 220 bln. roubles that outruns the indicator of 2018 (118.7 bln. roubles) by more than 100 bln. roubles.

Wildberries.ru orders growth in 2018 as compared to 2017: **+73%**, growth in rubles: up to 118.7 billion or **+72%**. (Apparel, footwear and accessories make up for 70% of total sales of Wildberries.ru).

I-III quarter of 2019 as compared to I-III quarter of 2018: up to 140 billion rubles or **+84%** growth.

Orders of apparel, footwear and accessories in 2018 increased by **82%** (1,2 million orders). Ozon plans a **tenfold** increase in sales of apparel and footwear.

The proceeds of the company increased by **22.8%** (8 billion rubles) in the III quarter of 2019 as compared to III quarter of 2018.
Lamoda's monthly visitors surpassed the 14 million barrier.

Source: according to FCG

Marketplaces and online shops have already become a traditional format for the Russians. Users began to buy goods in the fast-moving space, viewing video on YouTube, reading articles in blogs or skimming through photos in Instagram. In 2018, the volumes of sales in Russia through social networks amounted to 591 bln. roubles. In just one year 394 million transactions have been made, and the growth is by 19% as compared to the previous year.

it is possible to forecast that in 2020:

- The key drivers of fashion online will include:

– advanced growth of marketplaces,
– growth of m-commerce (sales with the use of mobile wearables),
– increase in volumes of sales through social networks.

- The key drivers of fashion offline will include:

– social philosophy of shopping (extension of range of services towards socialization),
– transformation of parcel terminal, pickup points and showrooming into fully-featured retail service,
– digital transformation of offline (in terms of updating rate, communication and as a service):
    - IoT and marking – RFID tags, QR, etc. (those are already used by Adidas and Zara),
    - BigData and customization: system for recognition of faces/images on photos in social networks and in stores,
    - AR/VR technologies for sales of apparel and footwear: interactive mirrors and virtual try-on rooms, smart shelves, scanners of apparel and footwear sizes, holographic 3D displays (for example, available at TopShop, Uniqlo, Lamoda, etc.),
    - Gamification (Nike, Tervolina, Lamoda, Sunlight, a jewelry brand, Gold Apple, a perfume supermarket, etc.),
    - Automation and robotic automation: stores without cashier desks and personnel, electronic shopping assistant (Amazon Go, Nike и Zara – self-checkout systems),
    - Made to measure: technologies of 3D printing of apparel and footwear in retailing (for example, available at Reebok, Under Armour, Adidas, Nike, New Balance and others).

SOCIAL TRENDS: SUSTAINABLE

Development of e-commerce and multi-channel retailing makes changes to the rules and standards of retail service: rate of rendering of services, precision and clearness of information, possibility of prompt comparison of prices, convenient payment, try-on and return have already become the norm for making of reasonable and well-considered purchasing decision. Today the Europeans do not wear up to 80% items of clothing available in their wardrobes. Among the Europeans, it is the Belgians who are the leaders in purchasing of unwanted items of clothing: over the past year they did not wear 90% of their apparel. The Russians use only 50% of apparel available in their wardrobes.

There are not only economic reasons for intended rejection of shopaholism and excessive consumption in favor of rational and well-considered approach to purchasing of apparel. Anti-consumerism and responsible consumption constitute the most significant and increasingly popular trend: the majority of the most active age category of buyers at the age of 20-40 years old pertains to the Y and Z generations. People born after the 1980s know since childhood what it means to live in the world of disturbing uncertainty.

Terrorism has destroyed the previously apparent borderline between the state of peace and the state of declared war; environmental threat has become the usual issue of news programs. To resist this self-destruction, more and more people begin to turn to the traditional values that represent the value of life, stability and steadiness, to the essential human values, to naturalness and to nature. Environmental threats related to global generation of waste, contamination of water and pollution of the atmosphere are the concern of the growing number of people. And unreasonable overconsumption of products of the fashion industry has turned into one of the most destructive forces, having impact on the environmental balance and climate on our planet. One of the two liters of poisoned water, every third chimney shaft and every fifth exhaust pipe are "on the conscience" of fashion industry.

The new generation is oriented towards accumulation of things to a by far less extent than the previous generations and more actively spend their earnings on gaining of emotions and new right here, right now impressions. Irrational and impulse-driven expenses are a lot less attributed to the apparel category – they continue to exist but have shifted to the domain of impressions, hobby and enjoyment of socialization. Environmental ethics, cyclic (circular) economy, and long-term consumption of slow fashion become more and more important.

In 2019 32 largest players of the global fashion market, ranging from Kering to Inditex, have signed the Fashion Pact, an environmental agreement. According to the document, by 2030 the companies intend to exclude disposable plastics completely from the production chain and to switch only to renewable energy for the key processes.

This global, fundamental social and cultural trend essentially changes the ideas of the long-term strategies required for success in the fashion industry. As a consequence, new promising niches come into existence at the current day apparel market of Russia. Fortunately, today we already can witness tangible projects in Russia that support the concept of sustainable fashion. These might include second hand startups, such as Second Friends Store, Vintage voyage, apparel and accessories brands using recycled materials, for example, Ochis Coffee (spectacle frames made from coffee grounds), Jeans Revision (things made of processed denim), apparel brands using natural raw materials (flax, cotton) and others. Certain initiatives are implemented by large fashion retailers as well. For example, Rendez Vous, a footwear chain, has launched a project for recycling of footwear in collaboration with Dmitrov RTI Plant specializing in processing of tires.

Various alternative formats of second wind stores develop, grow and, moreover, become trendy places. These include not only commission trade services, vintage boutiques of premium segment and thrifty stores of secondary sale but also venues for exchange of things. At present the secondary apparel market of Russia has also moved online. Avito and Yula bulletin boards are the leaders in the middle segment, Instagram and Facebook social networks are becoming such venues in the luxury segment. And if until recently people tried not to mention that any item was purchased in second hand store, today's young people are not shy at all to say that. Provided that such rate of positive dynamics is maintained, it can be assumed that in the coming decade the second hand market will be comparable to the mainstream market in terms of volume.

Certainly, this is only the preamble, and the real sustainable fashion requires changes in the entire supply chain, beginning with environmentally friendly production of raw materials and ending with environmentally compliant recycling of end products. It can be said that the year 2019 has become a watershed year for setting and defining of this most important trend that will determine to a large extent the vector of development of the fashion industry of the coming decade.

ANNEX. RELEVANT NEWS

LATEST FASHION COLLABORATIONS:

- Adidas Originals и Shop & Bar Denis Simachev выпустили кроссовки 27.12.2019
- Российский бренд Love Republic и модный дом Roberto Cavalli объявили о создании совместной коллекции. Она будет доступна с 1 марта 2020 года во всех магазинах Love Republic 16.12.2019
- St. Friday Socks выпустили совместную коллекцию с Федором Бондарчуком 16.12.2019
- TikTok и Белла Потемкина запустили тематическую коллекцию одежды 12.12.2019
- Faces&Laces совместно с международным событием Sole DXB и двумя локальными брендами Liars Collective и Dopeclvbworld представили лимитированные коллекции 10.12.2019
- Avon и Solstudio Textile Design выпустили совместную коллекцию 06.12.2019
- Бренд кроссовок AFOUR выпустил коллаборацию с производителем сумок ДЯГ и мастерской LATUSH 03.12.2019
- Российский бренд Laroom создал капсульную коллекцию для Aizel 25.11.2019
- Off-White и концепт-стор «КМ20» выпустили третью коллаборация 06.11.2019
- В продажу поступила капсульная коллекция Alexander Terekhov x Yves Salomon 04.11.2019
- Александр Рогов и «Мега» создают коллекцию одежды для друзей 24.10.2019
- Московская фабрика «Большевичка» выпустила коллаборацию с Сергеем Сысоевым 18.10.2019
- Aquazzura и Вера Брежнева выпустили совместную коллекцию обуви 08.10.2019
- «ГР-Униформа» Гоши Рубчинского и «КМ20» выпустили коллаборацию 07.10.2019
- Российская марка женской одежды Mad Daisy Moscow представляет коллекцию сезона SS20, созданную в коллаборации с Государственной Третьяковской галереей в поддержку женщин с алопецией 04.10.2019
- Alena Akhmadullina x Снежная Королева представили летнюю капсулу 11.04.2019
- Alena Akhmadullina x «Снежная Королева» представили зимнюю капсулу 03.10.2019
- Portal и AIZEL выпустили капсульную коллекцию осенней обуви 02.10.2019
- Ювелирная марка Avgvst и музыкант Андрей Лысиков (Дельфин) выпустили совместную коллекцию украшений из золота, серебра и черных бриллиантов 27.09.2019
- «Союзмультфильм» представил коллекцию с Black Star Wear 20.09.2019
- Артемий Лебедев и Asics выпустили кроссовки в честь московского метро 19.09.2019
- «Боржоми» выпустила коллекцию одежды в коллаборации с брендом Berhasm 06.09.2019
- Российский бренд одежды «Твое» представил новую коллекцию с известной поп-группой Atrik & Asti 19.07.2019
- Black Star Wear совместно с сетью магазинов «Армия России» («Военторг») представили новую коллекцию одежды «Черная звезда» 27.05.2019
- Российская марка детской одежды Choupette выпустила коллаборацию с бразильским брендом обуви Pampili 16.05.2019
- Российский бренд «Олово» совместно со словацкой маркой Novesta представил капсульную коллекцию кед 07.05.2019
- Дочь пресс-секретаря президента России Елизавета Пескова создала коллаборацию с премиальным брендом одежды Maya 28.05.2019
- «Твое» выпустил вторую коллекцию с блогером Ильей Беловым 28.05.2019
- Представлена новая капсульная коллекция Alexander Terekhov for Disney 23.04.2019
- Российский бренд платков Radical Chic создал коллекцию с мастерами «Жостовской фабрики декоративной росписи» 04.04.2019

- Disney и Kari запустили первую коллекцию обуви и аксессуаров для взрослых 01.04.2019
- Орловская фабрика «Гамма» разработала две коллекции чулочно-носочной продукции для детей в партнерстве с российскими модельерами 01.04.2019
- Полина Гагарина и Terekhov Girl представили совместную коллекцию 28.03.2019
- Екатеринбургский бренд одежды RCC Sport выпустил совместную коллекцию кроссовок с Adidas 26.03.2019
- По случаю 60-летнего юбилея Barbie компания Mattel и бренд женской одежды Love Republic представили совместную коллекцию 18.03.2019
- ДЛТ и Покрас Лампас выпустили совместную коллекцию 13.03.2019
- Бренд обуви «Разгуляев-Благонравова» выпустил коллаборацию с художником Константином Федоровым 07.03.2019
- Outlaw Creative и Почта Mail.ru представили капсульную коллекцию одежды Mailman. В каждое изделие коллекции встроен NFC-чип, подтверждающий аутентичность предмета 01.03.2019
- Black Star Wear выпустил совместную коллекцию с NL International 21.02.2019
- Российский бренд Tervolina совместно с современным художником и дизайнером Ольгой Солдатовой выпустили капсульную коллекцию авангардной обуви, сумок и аксессуаров 11.02.2019
- Российский кутюрье Валентин Юдашкин и израильский дизайнер Давид Ройтман представили капсульную коллекцию 01.02.2019